APRIL 18, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

THE PULSE HITS THE NAIL ON THE HEAD!

1. 90.9% of Baltimore families listen to radio during an average week.

2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

And here's what another authority proves about W-I-T-H: Top Nielsen ratings go to W-I-T-H, too. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

—in Baltimore WITH

Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.

WOW!

PULSE
SOUTH FLORIDA
TELEPULSE

WTVJ, in the 6 Station South Florida Market, HAS A LARGER AUDIENCE SIGN-ON TO SIGN-OFF, THAN ALL OTHER FIVE TV STATIONS COMBINED.

In each 1/4 hour between 6 P.M. and 12 P.M. over 80% of the sets in use are tuned to CHANNEL 4

Call your Free & Peters Colonel now! Have him show you the latest PULSE. You'll find that WTVJ has the lowest cost-per-thousand figures of any medium in Fabulous South Florida.

CBS
TELEVISION
NETWORK

Basic Affiliate

WTVJ Channel 4 MIAMI

FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER — 1,000 FT. TOWER

in PROVIDENCE –
wherever you go,

WHIM
it's radio!

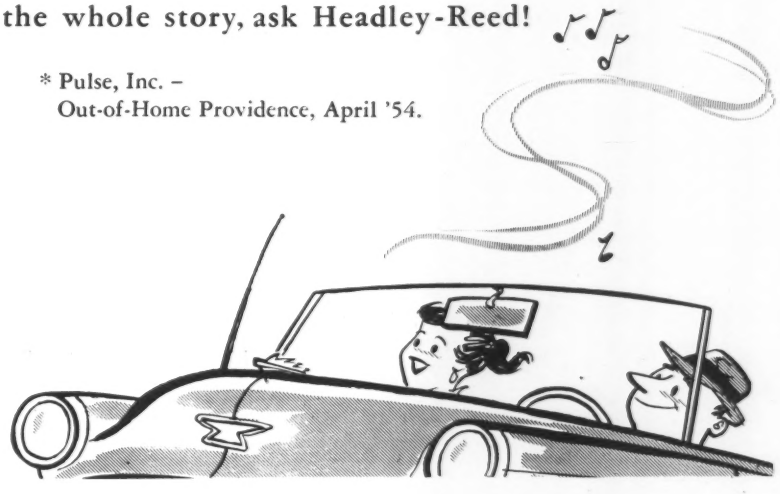
Any day of the week, WHIM delivers the largest out-of-home audience* of any Providence radio station
For example:

Mon. - Fri. 12 noon — 6 PM

WHIM	**26%** share
Net. Sta. A.	14%
Net. Sta. B.	13%
Net. Sta. C.	12%
Net. Sta. D.	12%

For the whole story, ask Headley-Reed!

* Pulse, Inc. –
Out-of-Home Providence, April '54.



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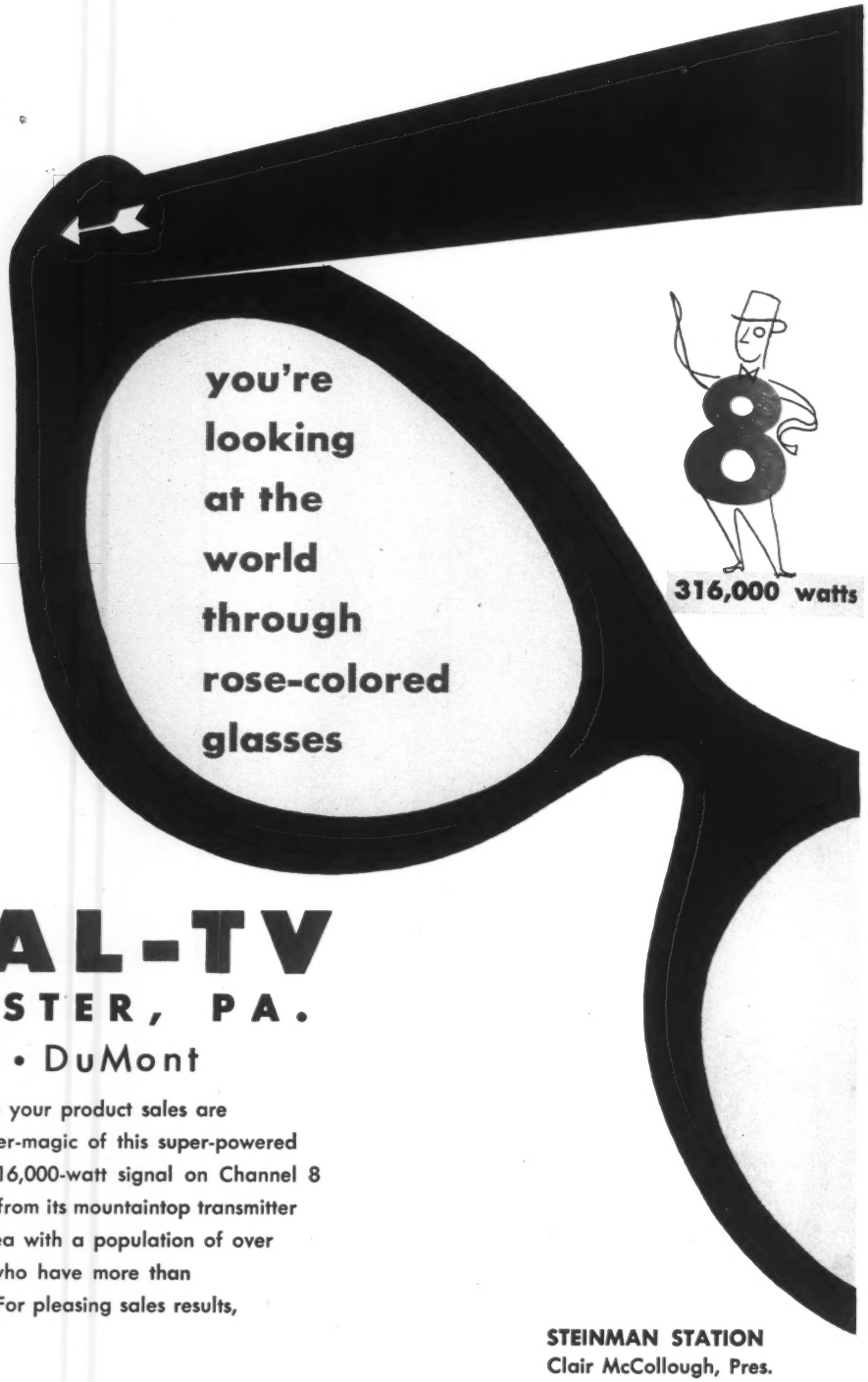


WGAL-TV

LANCASTER, PA.

NBC • CBS • DuMont

Things look rosy when your product sales are stimulated by the super-magic of this super-powered station. WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area with a population of over three million people who have more than $5¼ billion to spend. For pleasing sales results, *buy WGAL-TV.*

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

Harrisburg, York, Lebanon, Reading, Hanover, Pottsville, Gettysburg, Hazleton, Chambersburg, Shamokin, Waynesboro, Mount Carmel, Frederick, Bloomsburg, Westminster, Lewisburg, Carlisle, Lewistown, Sunbury, Lock Haven, Martinsburg, Hagerstown

closed circuit®

FOUR FOR ZIV • Four new tv film series now in various stages of plotting, planning and preparing at Ziv Television Programs Inc. First one out of Ziv shop will probably be as yet unnamed series being made with cooperation of state highway patrol organization, starring Broderick Crawford.

B•T

ACTS of alleged sabotage by striking employes of Southern Bell during past month reportedly causing consternation, not only among radio-tv and newspaper users, but also military and defense officials. Circuit and cable severances have disrupted voice channels on tv along with hundreds of long distance telephone wires, news wires and teletype circuits. Responsible officials cite possible dire consequences in event of national emergency through such acts which could render Conelrad and other standby civil defense services completely ineffectual.

B•T

TAKING STOCK • Trend toward formation of public stock companies in broadcast field, engendered largely through economics of tv, is being studied by several members of FCC. Testimony in this regard may be adduced at upcoming hearings either before Senate or House committees studying broadcast field.

B•T

EXTENT to which toll tv is being used in possible exploitation of stock likewise is stimulating FCC interest. One Commissioner points out that although subscription tv is non-existent and is scheduled simply to get preliminary hearing at FCC, stock values in field appear to be affected by constantly increasing barrage of publicity on air and in print being given such projects.

B•T

BUSINESS BAIT • Fuller & Smith & Ross is about to beef up radio-tv department in New York office with several executives to be brought in from outside. Purpose is to make department big enough to attract new business. Art Duram, vice president in charge, elected to stay on to supervise expansion, despite offer of high-level job at NBC-TV.

B•T

NOW THAT Senate Anti-Monopoly Subcommittee has named Joseph Burns as chief counsel, it's expected that Howard L. Chernoff, west coast broadcaster and former directing head of West Virginia Network, will relinquish his formal status as consultant to Kilgore committee but remain subject to call. Chairman Kilgore (D-W. Va.) had announced [B•T, Jan. 17] that Mr. Chernoff would serve in consulting capacity. Afterward, however, Senate Commerce Committee, headed by Warren G. Magnuson (D-Wash.), launched its "study" of tv-network field with understanding that monopoly questions, if any, would be referred to Kilgore group.

B•T

RADIO IN EVERY TV SET • New project, sparked by Edgar Kobak, president of Advertising Research Foundation and business consultant, is to sell set manufacturers on project "to include a radio set as part of every tv set." Even lowest priced tv sets could have small, inexpensive radio installation, he contends. He has advanced subject to President Kev Sweeney of Radio Advertising Bureau.

B•T

PIXIE approach being taken to de-intermixture at FCC. Question broached: Will FCC be de-intermixed to extent of appointment of male member if Comr. Frieda B. Hennock isn't renominated by President Eisenhower (and subsequently confirmed by Senate)? Miss Hennock's term expires June 30.

B•T

COMMERCIAL KUDOS • Project for establishment of awards for commercials is being picked up by at least one organization—National Audience Board Inc., headed by Peter Goelet, former station owner. Without reference to *Space & Time (Inside Advertising)* survey, Mr. Goelet is proceeding with plan for setting up awards advisory committee to further project. He describes "NAB" as "a middle-of-the-road organization to serve the public fairly but without hostility to the industry" and suggests that one award would be given "for the best commercial."

B•T

APPOINTMENT of Robert L'Heureux, Senate Commerce Committee professional staffer, as GOP counsel for committee's investigation of tv networks and uhf-vhf troubles [B•T, April 4] was delayed last week by Sen. John W. Bricker (R-Ohio), committee's ranking Republican, pending return of committee Chairman Magnuson from West Coast. Appointment should be forthcoming this week after Bricker-Magnuson huddle.

B•T

SPREADING PROBLEM • Influx of de-intermixture petitions embracing entire areas gives rise to speculation that FCC may have started out with idea of "selective de-intermixture" but it's obvious it now has regional problem which before long will be national.

B•T

SIX major tv tuner manufacturers have accepted invitation of Senate Commerce Committee Chairman Warren G. Magnuson to meet in latter's office at 11 a.m. Wednesday to discuss costs and other data on all-channel tuners, preparatory to committee's meeting next Monday with set manufacturers to talk on making all-channel sets [CLOSED CIRCUIT, *April 4*]. *Among tuner makers to attend will be Sarkes Tarzian, WTTV (TV) Bloomington, Ind.*

B•T

SUBSCRIBER SCRIBBLER • Sidelight of last week's fee-tv battle at National Press Club, Washington, was busy pencil of Ted Leitzell, Zenith's public relations director, when forms were supplied for post-debate questioning of contestants—Dr. Millard C. Faught, Zenith - Phonevision consultant, and Alfred Starr, Nashville theatre operator opposing pay-to-see. Luncheon oratory was heard by relatively few newsmen, with industry people dominating tables.

B•T

NETWORKS are included in current Federal Trade Commission investigation into merchandising on radio-tv stations [B•T, April 4], according to reports received from network representatives and other sources. Radio and tv are not villains in this drama, but rather manufacturers who make advertising allowances to some customers without proportionate outlays to all customers. Investigation started about two years ago but just recently came to light. Some say it's dormant.

B•T

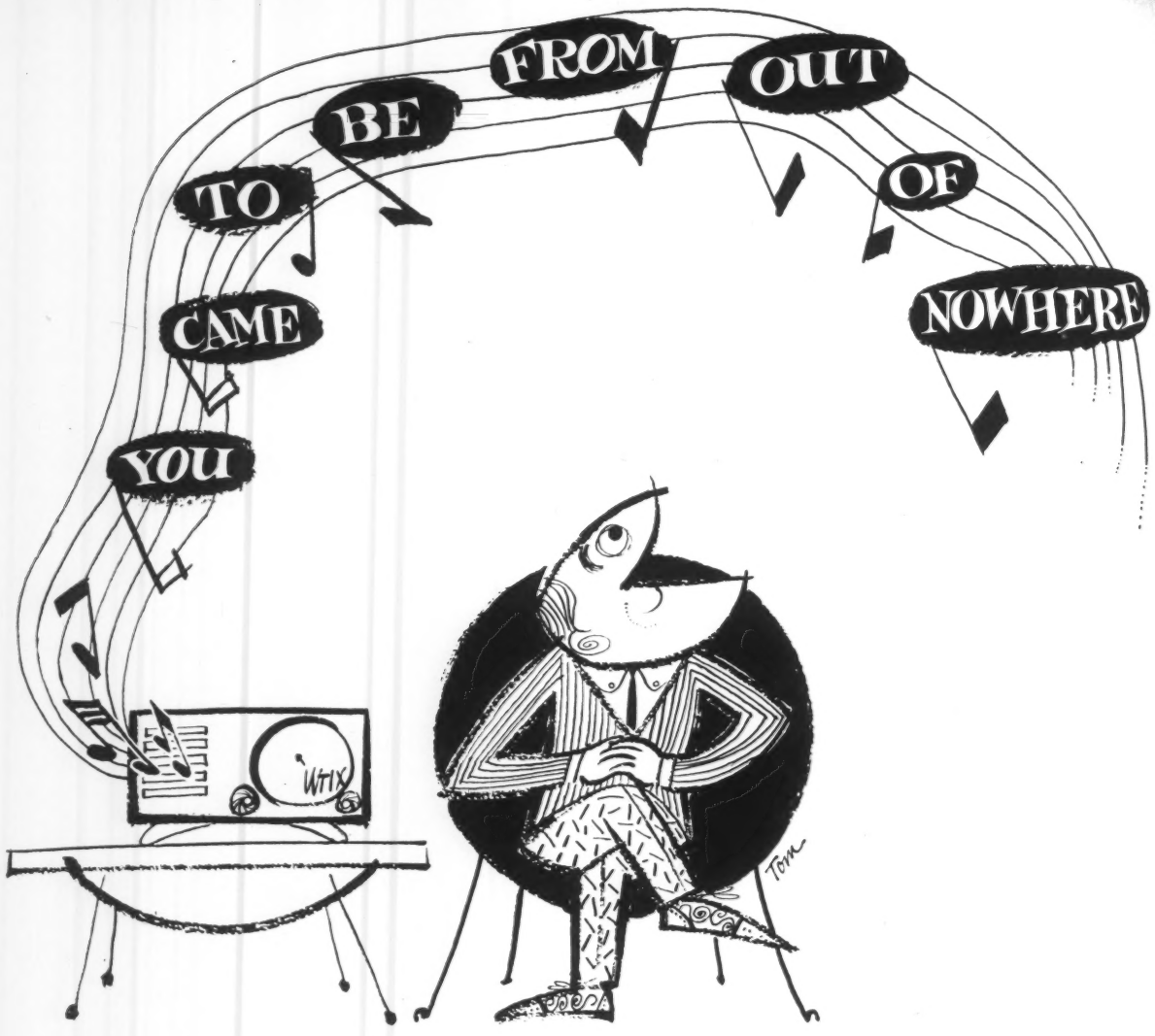
LITTLE LECTURES • New feature of NARTB convention programming in Washington May 22-26 will be battery of top-flight scientists giving nine-minute speechettes at Thursday morning television session. Plan calls for outstanding authorities on tv to explain basics of video techniques. Afternoon of Tv Day will be devoted to Television Bureau of Advertising sales session.

B•T

SHOWING which way winds blow are some of comments on FCC's proposal to permit 100 w tv stations, no antenna height requirement [B•T, Feb. 28]. Many of those replying to rule-making notice submitted highly favorable comments on assumption that proposal means Commission will permit vhf drop-ins under low-power, less-than-minimum antenna heights. This is entirely erroneous, FCC spokesmen emphasize.

B•T

UHF SLOWDOWN • Plight of uhf is pointed up in statistics that show that out of 21 tv stations starting regular programming this year (through April 15) only two were in the ultra high band. One was nation's first satellite, KEPR-TV Pasco, Wash., rebroadcasting programs of KIMA-TV Yakima. In similar 1954 period, out of 34 starters, 15 were uhf.



NOWHERE *was rock bottom.*
YOU *is a radio station.* **WTIX.**
WHAT *it came to be was a big factor in New Orleans radio.*

19 months ago WTIX was *eleventh* among *eleven* stations. (Is that nowhere, or isn't it?) About that time Mid-Continent took over, with new programming, ideas, excitement.

In ten months WTIX hit the top in audience, and has been first or second consistently ever since. Current first-place all-day rating: 16.3%*.

When was your impression of New Orleans radio formed? That long ago? Talk to national rep Adam J. Young, Jr. (who comes to you out of *somewhere*) or WTIX General Manager Fred Berthelson.

**Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., March, 1955*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new WTIX
New Orleans 16, La.

at deadline

AAAA Agenda Released For Three-Day Convention

ESTIMATED 500 member agency personnel and invited guests are expected to attend 37th annual meeting of American Assn. of Advertising Agencies which will take place Thursday through Saturday at Boca Raton Hotel and Club, Boca Raton, Fla.

Events Thursday will be for member agency people only, starting with morning executive session and including election of new officers and directors. Thursday afternoon will be devoted to concurrent meetings of small, medium, large agency groups for discussion of management problems, led by Alvin H. Kaplan, Kaplan Agency, New York; James D. Webb, C. J. LaRoche & Co., New York, and George C. Reeves, J. Walter Thompson Co., Chicago.

First part of general session Friday morning will be presided over by Lawrence Valenstein, Grey Adv., New York. Arno Johnson of J. Walter Thompson Co., New York, will talk on "The Job for Advertising in the Continuing Expansion of Our National Economy," and will be followed by special announcement regarding 1956 AAAA annual meeting to be made by Henry G. Little, Campbell-Ewald, Detroit, vice chairman of association, and James M. Lambie Jr., White House assistant.

Speakers Saturday will include William C. McKeehan, J. Walter Thompson Co., New York, chairman of Joint ANA-AAAA Committee on Understanding Our Economic System; Edward B. Gerbic, Johnson & Johnson, New Brunswick, N. J., chairman of board of ANA, on "Accepting the Challenge to Better Management of Advertising," and William R. Baker Jr., Benton & Bowles, chairman of AAAA board of directors, who will make concluding remarks.

Sixth annual regional and council governors' day will be held Wednesday before convention opens, with more than 50 governors of four AAAA regions and 19 councils meeting in morning and afternoon conference at Boca Raton. Get-acquainted cocktail party will be held for arriving members Wednesday evening.

Godfrey Dropping Talent In Program Reorganization

CBS-TV and CBS Radio announced Friday that services of The Mariners, Marion Marlowe and Haleloke of Arthur Godfrey programs have been discontinued, as well as services of Charles Horine, Preston H. Miles and Charles Slocum of writing staffs of these shows. It was said that the Godfrey programs are "being reorganized at this time as a result of a plan to make more use hereafter of performers who are not permanently associated with the group."

"In the interest of good showmanship," Mr. Godfrey commented, "producers have never hesitated to make changes in format and personnel, which would improve the overall quality of their programs.

"Such changes in personnel as become necessary from time to time are never properly construed as reflections upon the ability of those who are released. These people all have achieved stardom and I am proud of them. I wish them well in every respect."

ELECTRONICAM TEST

WALTER CRAIG, vice president in charge of radio and television, William H. Weintraub & Co., New York, is expected to be first advertising executive to produce commercial on DuMont's Electronicam, system that combines live tv with film recording in single operation (see story page 27). Mr. Craig plans to test Electronicam when he makes commercial for either Ronson or Revlon, two of his clients, next Monday.

First Weekend 'Monitor' Sale Made to Seaforth Products

FIRST sale on NBC Radio's weekend *Monitor* series [B•T, April 4] announced Friday by Tom McFadden, NBC vice president in charge of spot sales. Sale to Alfred D. McKelvy Co., New York (Seaforth products for men), was for 10 weeks of participations in *Monitor,* starting June 12 when series is unveiled.

Sale was made through NBC Spot Sales in negotiation with Patrick Gorman, McKelvy president. *Monitor* will be continuous program of music, news, weather reports, interviews, drama vignettes, etc. and will be sold on "magazine" concept, in lengths of one-minute, 30-seconds and billboards of six seconds.

CBS Sets Pay-See Debate

CBS-TV announced Friday it will telecast special program exploring both sides of subscription tv issue May 1, 5:15-6 p.m. EDT. Network had announced March 29 that it would schedule program.

CBS-TV reported invitations have gone out to Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., to be spokesman for subscription tv group, and to Victor Sholis, vice president and director of WHAS Inc., Louisville, to give views of opponents. Two panels of experts, who are supporters of one side or other of issue, are being invited to question opposing spokesmen.

NBC's Fee Offer

NBC-TV Friday offered 15 minutes free time on its five owned tv stations to Zenith Radio Corp. for latter to air views in support of subscription tv. Network said that if Zenith accepts proposal, it will make same offer to representative organization opposing fee tv (early story, page 97). NBC-TV's offer followed move by BBDO, Zenith agency, to purchase spot announcements on five owned tv stations on behalf of subscription tv. Spokesmen said NBC-TV decided on this step because it felt that spot announcements could not deal adequately with subject "as complex and involved" as toll tv.

Several weeks ago Zenith cancelled its April 10 share of sponsorship of *Omnibus,* claiming CBS-TV had censored its April 3 *Omnibus* commercials promoting subscription tv. CBS-TV denied censorship, asserting Zenith had tried to deviate from its contract, which limits commercials to goods and services [B•T, April 11].

• BUSINESS BRIEFLY

TWO RENEW LIFE • Hazel Bishop and Procter & Gamble will renew *This Is Your Life* for two-year season October 1955 and 1956 on NBC-TV, Wed., 10-10:30 p.m. EST. In addition Hazel Bishop understood to have signed year's contract for sponsorship of *Place the Face,* produced by Ralph Edwards on NBC-TV. Program starts June 28, Tues., 8-8:30 p.m. during summer season and will move to another period in fall. Bishop will also place heavy spot tv drive to promote compact. Raymond Spector, N. Y., is agency.

P&G'S NEW WHIRL • Procter & Gamble Co., Cincinnati, will introduce new product, white shortening called Whirl, in number of midwest markets early in May with spot tv campaign through its agency, Benton & Bowles.

SCHICK'S CHOICE • After many meetings, last Friday it was all but decided by Schick Inc., Stamford, Conn. (electric razors), through Kenyon & Eckhardt, N. Y., that firm would sponsor alternate week of *The Robert Montgomery Show* on NBC-TV, 9:30-10:30 p.m. instead of dramatic show with name producer that network had submitted to client and agency.

SEEKS FALL TIME • Necchi & Elna Sewing Machines, through Grey Adv., N. Y., negotiating with networks and program packagers for show and time to start next fall.

BLUE COAL SPOTS • Delaware, Lackawanna & Western Coal Co. (Blue Coal) placing radio spot announcement campaign in more than 15 east coast markets, effective mid-April for six weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SIMONIZ RADIO • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing radio spot schedule starting in mid-April for 17 weeks in number of markets.

BALL POINT ACCOUNT • Fisher Pen Co., Chicago and Burbank, Calif. (1-for-All ball point refills), buys *Facts Forum* on WLS Chicago, Sat., 6:15-30 p.m., starting April 23 for 13 weeks. Agency: William Henricks Assoc., Chicago.

ABC-TV Offers New Co-Op

OFFER to ABC-TV affiliate stations for co-op show on pay-if-you-sell basis went out from network Friday. Telecast, titled *Henny & Rocky,* will feature Henny Youngman and Rocky Graziano in weekly comedy variety series starting June 1 in time slot following Pabst-Mennen boxing bouts. Network take will be 30% of sale price if show is sold.

KFBI Adopts Rate Plan

NEW RATE structure along concept of "realistic pricing method" plan devised by rate committee of Avery-Knodel, New York, adopted by KFBI Wichita which is represented by Avery-Knodel. New card becomes effective June 1. RPM plan pegs advertising costs to station's share of audience in all time periods.

WJAR-TV *made this sale!*

In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette.

Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs *more* live, local shows than any other TV channel in New England. It *pays* to make the sale on WJAR-TV!

Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Agency: William Esty, New York City

Represented Nationally by Weed

Powerful 10
Providence,
Rhode Island

WJAR-TV

at deadline

KCRA Sacramento Winner In Close Television Case

UNIQUE situation of having two applicants so evenly divided that only "slight" superiority in past broadcast record enabled FCC to award final decision in Sacramento ch. 3 to KCRA Sacramento, Commission said Friday. Sacramento Broadcasters, wholly owned by former KDB Santa Barbara owner Lincoln Dellar, was denied. Decision upholds examiner's 1954 initial decision.

Jackson, Miss., Tv Merger Is Submitted to Commission

APPLICATION for approval of consolidation of WSLI-AM-TV and WJTV (TV), both Jackson, Miss., filed Friday with FCC. WSLI stations licensed to Standard Life Broadcasting Co., 52.8% owned by Standard Life Insurance Co., 23.2% by T. B. Lanford and 22.8% by L. M. Sepaugh. WJTV owned by Mississippi Publishers Corp. (*Jackson Clarion-Ledger* and *News*).

WSLI-TV operates on ch. 12, is affiliated with ABC. WJTV operates on ch. 25, is CBS affiliated.

Merger agreement provides stock increase in WSLI licensee from present 250 to 1,000 shares to be owned as follows: Mississippi Publishers, 40%; Standard Life Insurance, 32.4%; Mr. Lanford, 13.8%, and Mr. Sepaugh, 13.8%. Mississippi Publishers will pay $176,000 for its 40% in revised WSLI licensee and present licensee will pay Mississippi $175,000 for WJTV equipment and facilities. WJTV grant will be surrendered and its personnel integrated in WSLI operations. WLBT (TV) Jackson, on ch. 3, is NBC outlet in Jackson.

Air Force Wants Low Towers

LED by Air Force, Defense Department attorneys argued vigorously last week in attempts to persuade FCC not to approve above-1,000-ft. towers for tv stations. Involved are KGEO-TV Enid, Okla., which wants to move from present 816-ft. tower, 4½ miles from civilian airfield and 12.1 miles from military airfield, to 1,356-ft. tower, 28 miles southeast of both airports, and KSWS-TV Roswell, N. M., which wants to move its present 790-ft. antenna, 9.2 miles from Walker Air Force Base, to 1,610-ft. tower, 40 miles from that airfield.

Military contingent, led by Air Force brigadier general, comprised a colonel, lieut. colonel, two majors, Navy commander, plus three civilian attorneys. Efforts seemed to be directed at establishing dangers of any tower above 1,000 ft. in light of today's high speed military planes, training missions, etc. Examiner is Hugh B. Hutchison.

Channel Moves Asked

KCSJ-TV Pueblo, Colo., Friday asked FCC to move ch. 3 from Pueblo to Alamosa, Colo. The ch. 5 Pueblo station plans to apply for facility as satellite in Alamosa. Ch. 69 WANE-TV Fort Wayne, Ind., Friday asked FCC to move ch. 2 to Fort Wayne from Huntington, Ind., place ch. 69 in Huntington.

NARTB GOLF

ANNUAL NARTB-B•T blind bogey golf tournament for B•T trophies will be held Sunday, May 22, as industry convention gets underway in Washington. Tournament will take place at Goose Creek Country Club, near Leesburg, Va. Tee-off time is 9 a.m. Buses will leave Shoreham and Sheraton Park Hotels around 8:30 a.m. Reservations can be made at any B•T office. B•T will award silver trophies to low gross and low net winners. Washington stations also are donating prizes.

Five-Mile Limit Draws Fire

DEADLINE filings on FCC's proposal to limit tv antennas to sites no more than five miles from outer limits of principal city (see earlier story page 84) flooded into Commission Friday, with heavy opposition from major broadcast entities and farm organizations.

Among opposition were NBC, CBS, ABC and DuMont, Storer Broadcasting Co., WGAL-TV Lancaster, WLEV-TV Bethlehem, KLZ-TV Denver, KTVT (TV) Salt Lake City, KHQ-TV Spokane, KTBS-TV Shreveport, WSTV-TV Steubenville and KGUL-TV Galveston. Farm organizations in opposition were American Farm Bureau Federation and National Council of Farmer Cooperatives.

Among those in favor were KTRK (TV) Houston; WKJG-TV Fort Wayne; KOOK-TV Billings, Mont.; WKNX-TV Saginaw, Mich., and WSBA-TV York, Pa.

Calling for clarifying revision were Assn. of Federal Communications Consulting Engineers, WHAS-TV Louisville, WKY-TV Oklahoma City, A. Earl Cullum Jr. and McClatchy Broadcasting Co., among others.

NARTB Adds Labor Economist

HAROLD G. ROSS, studying for doctorate at Cornell U., Ithaca, N. Y., joins NARTB May 1 as labor economist. Mr. Ross will serve under Charles H. Tower, manager of Employer-Employe Relations Dept., and James H. Hulbert, assistant manager. Author of many articles on labor relations, Mr. Ross holds master's degree from Cornell in collective bargaining. He obtained bachelors degree at Wharton School of Commerce, U. of Pennsylvania.

UPCOMING

April 18: New York State Assn. of Radio & Television Broadcasters, Utica.

April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.

April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.

For other Upcomings, see page 124.

PEOPLE

HORACE W. DENGLER and **STUART D. COWAN JR.,** to Donahue & Coe, N. Y., as vice presidents effective beginning of June. Mr. Dengler and Mr. Cowan previously had own agency which was formed in 1924. Personnel will go to Donahue & Coe.

RICHARD LOCKMAN, vice president in charge of advertising, merchandising and sales promotion, Bourjois Inc., N. Y., to Emil Mogul Co., N. Y., as vice president and director of newly expanded drug, cosmetics and toiletries division.

VICTOR G. BLOEDE, copy supervisor, Benton & Bowles, N. Y., elected vice president of agency. Mr. Bloede has been with company five years.

JEROME S. STOLZOFF, Procter & Gamble account supervisor, Biow-Beirn-Toigo Inc., N. Y., and with agency since 1953, appointed vice president.

LOY R. LEE, formerly with Hazel Bishop Inc. and NBC, and **JOHN W. DICKINSON JR.,** previously with Toni Div. of Gillette Co., join account management staff of Earle Ludgin & Co. Mr. Lee becomes merchandising account executive. Mr. Dickinson becomes account executive.

GARTH E. KAUFFMAN, J. Walter Thompson Co., N. Y., to William Esty Co., N. Y., as account executive on Ballantine (beer) account.

DON BECKER, creator-producer-writer of daytime radio and television shows, appointed general programming executive of NBC-TV. Mr. Becker, in recent years, has written daytime serials and previously served as vice president in charge of programs for Trans-American Broadcasting & Television Corp. and as assistant general manager of WLW Cincinnati.

MARTIN KATZ to be named manager of sales development department of John Blair & Co., succeeding Citor E. Forker, resigned, who joins WNEW New York as account executive.

MRS. THANA SWEENY JR., advertising and publicity department of Magna Theatre Corp., N. Y., became mother of boy, George Skouras Sweeny, on April 9. Mrs. Sweeny is daughter of George P. Skouras, president of United Artists Theatre Circuit Inc.

FCC Members to Ohio

FCC members journeying to Cleveland next week to attend Lake Carrier's Assn. convention Thursday will also visit Canton, Ohio, industrial plants to look over industrial radio applications. Commission will begin regular weekly meeting Tuesday afternoon instead of Wednesday morning as customary.

Admiral Sales Down

BOARD of directors of Admiral Corp. Friday weighed proposal to build and lease its automation equipment (automatically-assembled printed circuit panels) to American manufacturing industry. Some large manufacturers have shown interest in equipment, Ross D. Siragusa, president, said in announcing firm's first quarter report. Color tv won't be factor in Admiral business until next year, he said, but automation should help reduce production costs when mass output starts. Firm's sales dropped 12% under same period in 1954, but Mr. Siragusa projected 5 to 10% boost in sales for 1955 despite expected 50% cut in government business. All directors re-elected at stockholders meeting.

the week in brief

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BROADCASTING • TELECASTING

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*Reg. U. S. Patent Office

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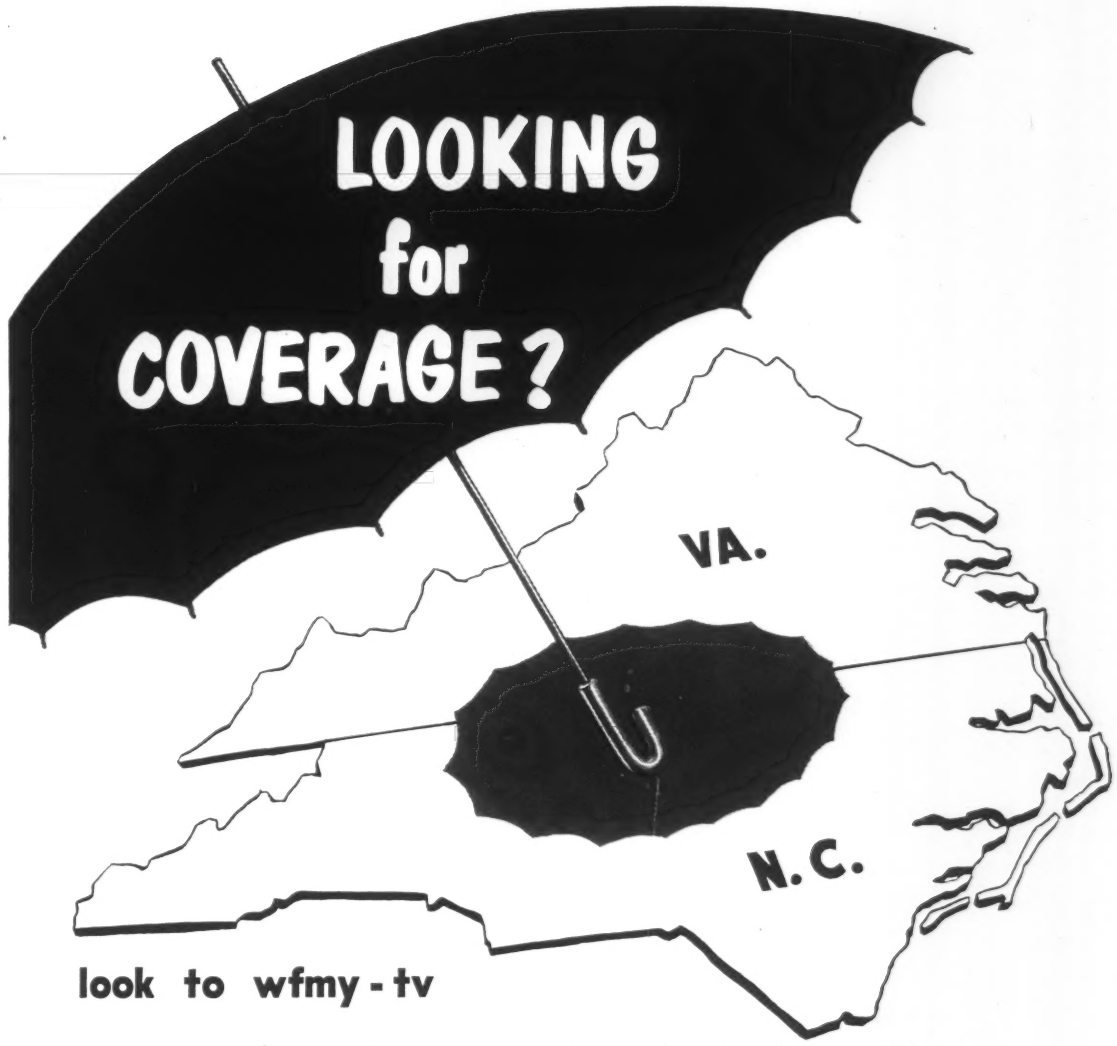


look to wfmy-tv

Thorough coverage of your market sells merchandise. And no station or group of stations covers the 46 counties of the Prosperous Piedmont as does WFMY-TV.

Here in Piedmont North Carolina and Virginia, business is booming. Some 2 million people have money to spend and last year they spent it at the rate of $1.5 billion on retail purchases alone!

Providing the finest in local TV and network programming, WFMY-TV is the only CBS television affiliate completely covering the 325,000 TV homes in this $2.3 billion market.

With nearly 6 years telecasting experience and full 100,000 watts power, WFMY-TV is a *must* for thorough coverage of the Prosperous Piedmont.

Call your H-R-P man today, for details.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS

Now In Our Sixth Year

EXTRA

of the day and night—Nielsen's no

reports to CBS Radio show that motori

radio audience. And to the adverti

you tell your story to the 75 milli

get the 26 million sets in c

adio listeners every hour

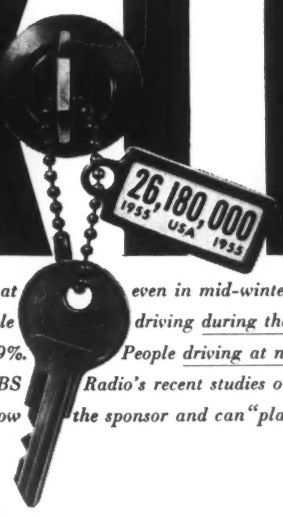
ou counting the audience in cars! His first

dd as much as 33 per cent to the

hese listeners come absolutely free. When

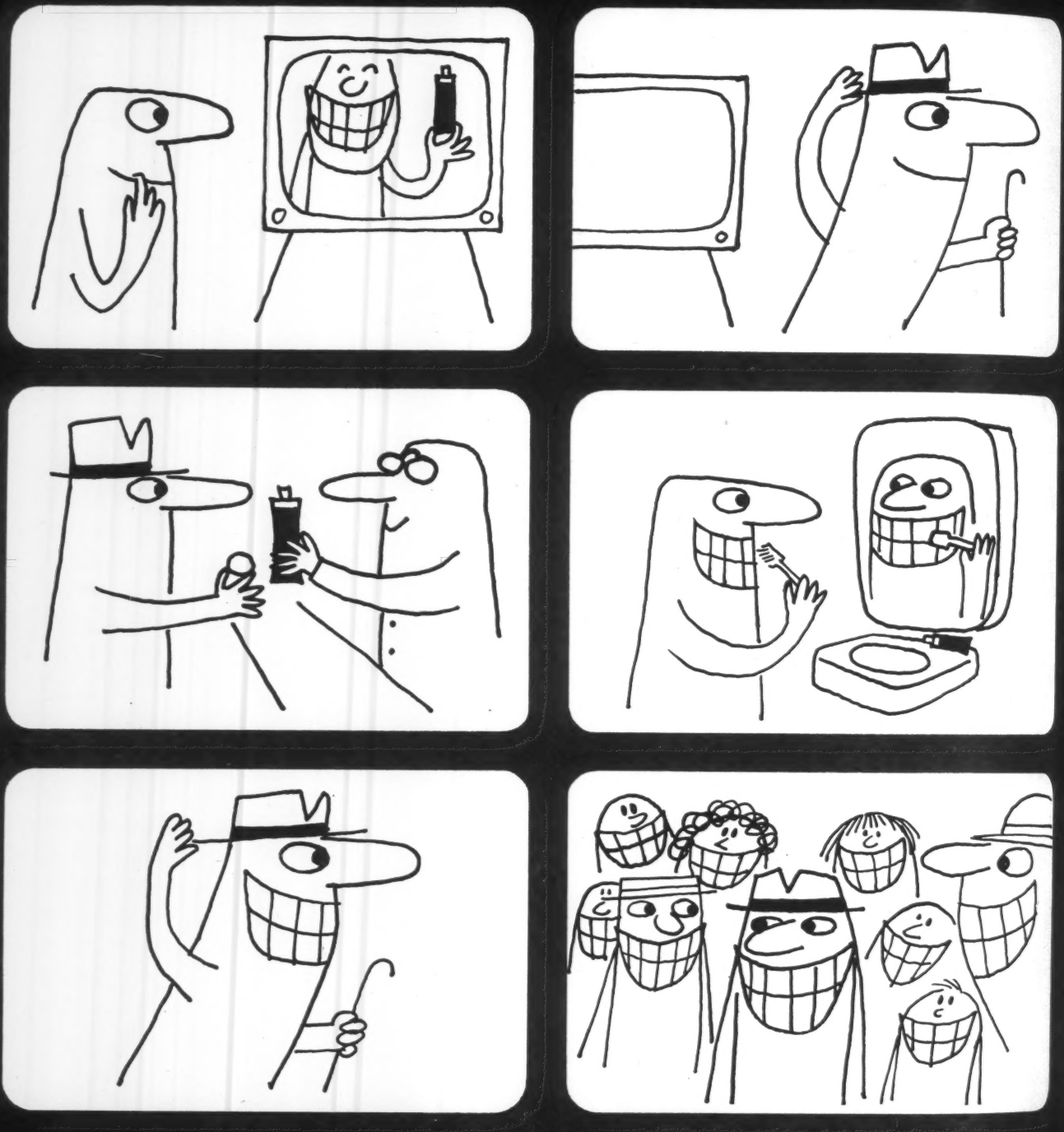
adios people have at home, you

EXTRA!



elsen's initial report shows that even in mid-winter, radio talks to as many as two million cars minute. On the average, people driving during the day add 14% to the weekday radio audience, and Saturdays and Sundays, 19%. People driving at night add 14% during the week, and on e weekend, 18%. Moreover, CBS Radio's recent studies on the Jersey Turnpike indicate that seven motorists ten tuned in to a program know the sponsor and can "play back" substantial parts of his commercial.

We're selling more drugs in smiling San Diego.



20% more than in 1951
for a 1953 total of $24,168,000! *(Sls. Mgt. 1952-54)*

More than is sold in Oakland,
Dayton, Memphis or Fort Worth!

We've got more people, making more, spending more,
and watching Channel 8 more than ever before!

KFMB 8 **TV**

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

POLIO VACCINE COVERAGE
KTTV (TV) HOLLYWOOD

WHILE not many viewers were able to stay with KTTV (TV) Hollywood's remarkable live remote of the *Salk Polio Vaccine Conference* for the full four hours it remained on the air, Richfield Oil Corp., Los Angeles, which sponsored the program with becoming dignity, will undoubtedly find the cost of a program of such great public interest an investment very well spent.

KTTV offered the only full coverage in the nation, from start to finish, of the event. The official conference of the National Foundation for Infantile Paralysis at the U. of Michigan was not a "show" in the normal sense of tv production, and it certainly cannot be reviewed as such. To the everlasting credit of KTTV, the station allowed the inherent drama of the report speak for itself, through straightforward production.

Early reports indicate that Southern California doctors, pharmacists, nurses and others allied with the medical professions constituted much of the viewing audience. Professional groups cooperated with the station's publicity and promotion department in wiring to their membership that the program could be seen.

Lay viewers undoubtedly had trouble sometimes in interpreting the scientific jargon, inevitable in such a meeting. The unobtrusive commentary of KTTV announcer Ed Reimers was helpful in this respect and even the densest of viewers could grasp the general idea of what was being said, and what it meant to humanity.

The commercials, presented with intelligence by actor Thomas Mitchell, stressed that the Richfield Oil Corp., always concerned with conservation, was presenting the program because the conservation of human life was of greatest importance.

All in all, KTTV's *Salk Polio Vaccine Conference* proved a credit to the stations which carried it (besides KTTV, KGO-TV San Francisco, KFMB-TV San Diego, KCCC-TV Sacramento and KJEO-TV Fresno). As an eyewitness report of history in the making, it justified the notion that television can rise to the public interest with a combination of good taste and technical skill.

SEE IT NOW

EDWARD R. MURROW devoted his Tuesday night *See It Now* program (CBS-TV) to an informative conclave on the immediate and future significance of the Salk vaccine. The program originated live from the room where early that day the positive results of the vaccine tests were announced to the world.

With Mr. Murrow were Dr. Jonas Salk and two other key figures who took part in medicine's big day: Dr. Thomas Francis Jr., who compiled the report, and Dr. Alan Gregg, vice president of the Rockefeller Foundation.

Mr. Murrow motormanned the kind of show that most viewers have come to expect from him. It was illuminating. His questions, simple and direct, were the same ones as those on the lips of the nation.

In response to a question, Dr. Salk said the reason for first giving the anti-polio serum to first and second graders was because statistics showed the greatest number of polio incidents occurred in this group. As to the problem of a black market trading in the Salk vaccine before it is plentifully available, Dr. Gregg said he thought there should be a "para-government" or special group set up to handle distribution. Dr. Salk also thought that some central intelligence should be created to insure efficient dispersal.

The program was a triumph in simplicity. No props or film were used. Mr. Murrow sat at the head of a conference table, the doctors sitting on one side, each with a microphone. The subject matter and the skillful presentation were really all that was needed. Mr. Murrow's sponsor, Aluminum Co. of America, cooperated by eliminating the middle commercial, so that the interview could be conducted without interruption.

ABC RADIO

DURING that afternoon (2-2:30 p.m.) ABC Radio presented a half-hour summary of the *Report on the Salk Vaccine* in a program of that name. John Daly, vice president in charge of news, special events, sports and public affairs for ABC, served as commentator for the program, tape-recorded from the three-hour news conference. Mr. Daly presented the highlights of the evaluation report simply and directly, with no attempt to enhance with adjectives or technical tricks the drama inherent in the report itself. Then came comments from Dr. Salk, Dr. Francis and others intimately associated with the vaccine and its use, including city and state health officers and executives of pharmaceutical companies now engaged in manufacturing the vaccine.

In keeping with the dignified, factual presentation of a story of such vital interest to the listening public as this, Gerber Baby Food Fund, which sponsored the ABC Radio presentation, restricted its commercials to opening and closing sponsor identifications.

★ ★ ★

BOOKS

ACTING IS A BUSINESS, by Merrill E. Joels. Hastings House, 41 E. 50th St., New York 22. 96 pp. $2.50.

LIVING up to the "business" aspect of its title as well as to its subtitle, "How to get into television and radio," this volume pays little attention to acting itself but concentrates on the techniques of getting work as an actor in the broadcast media. It is, in fact, a sales manual that differs from other how-to-sell volumes chiefly in that the product in this case is the actor himself. To succeed as an actor, the author states, "all you need are talent, patience, 'guts,' faith and 'creative imagination'." That's a combination for success in any business.

TELEVISION PROGRAM PRODUCTION, by Carroll O'Meara. The Ronald Press Co., 15 E. 26th St., New York 10. 361 pp. $5.

ANYONE considering a career in tv programming will find this a valuable basic text. Mr. O'Meara, formerly a producer-director for NBC-TV in New York and Hollywood and now tv consultant, takes his reader on a studio tour that covers every step of tv programming from a description of the equipment to a discussion of the use of music in tv. No detail is too small to be noted and each is explained in words that should be clear even to a reader who has never been inside a tv studio.

BASIC ELECTRONICS (5 volumes), by Van Valkenburgh, Nooger & Neville Inc. John F. Rider Publisher Inc., 480 Canal St., New York 13. 560 pp (in the 5 vols.); $2 per vol.; $9 for the set of 5.

THESE five paperbound volumes contain the texts of the Navy course in basic electronics, as currently taught at Navy specialty schools. "In releasing this material to the general public," the preface states, "the Navy hopes to provide the means for creating a nationwide pool of pre-trained technicians, upon whom the Armed Forces could call in time of national emergency, without the need for precious weeks and months of schooling."

HERE THEY ARE!
3 TOP RATED transcribed RADIO SHOWS

Foley and his Ozark Jubilee network Stars with audience building appeal

Red Foley Show

SURE CURE FOR

Mirthful, musical variety plus the songs of the old "Pea-picker" himself

Tennessee Ernie Show

LOST LISTENERS

There's only one "Smiley" and he's at his best in this show

Smiley Burnette Show

● Time tested stars . . . appealing formats designed to capture and hold the greatest number of listeners . . . network quality production . . . at low budget cost . . . everything a sponsor wants . . . at a price he can afford!

FOR COMPLETE INFORMATION . . . about these 3 audience-getting shows, FREE AUDITION DISCS and costs, contact:

John B. Mahaffey ● E. E. Siman, Jr.

RADIOZARK ENTERPRISES, INC.

SPRINGFIELD, MISSOURI • PHONE 2-4422

NEW YORK Plaza 1-3366 | CHICAGO State 2-7494 | MINNEAPOLIS Lincoln 5689

DALLAS Prospect 3723 | LOS ANGELES Dunkirk 7-4388 | SAN FRANCISCO Sutter 5568

THESE 32 MEN SHOOT NEW

These 32 men cover a five-state newsbeat for WBZ-TV. They're film reporters. They're on 24-hour call. There's one within thirty minutes of anything that can happen anywhere in WBZ-TV's range. They feed ten news shows every day with fresh, on-the-spot *local* news film. Their documentary, *The Story of Hurricanes Carol and Edna*, won the top TV award of the Radio News Directors' Association last year.

This is the aggressive way WBZ-TV goes the news. It's typical of the spirit that perm New England's *first* TV station. It's a spirit moves WBZ-TV to be Number One in every it does. So—WBZ-TV shoots the works on

EW ENGLAND FOR WBZ-TV

e Radi gramming. WBZ-TV news gets the big news
r. dience. Big audiences on WBZ-TV mean big
V goes ings for advertisers in America's big sixth
t perm rket. Tell these big audiences the news about
a spiri r products. Call Herb Massé, WBZ-TV Sales
every nager, at ALgonquin 4-5670, Boston—or your
rks on rest Free & Peters agent.

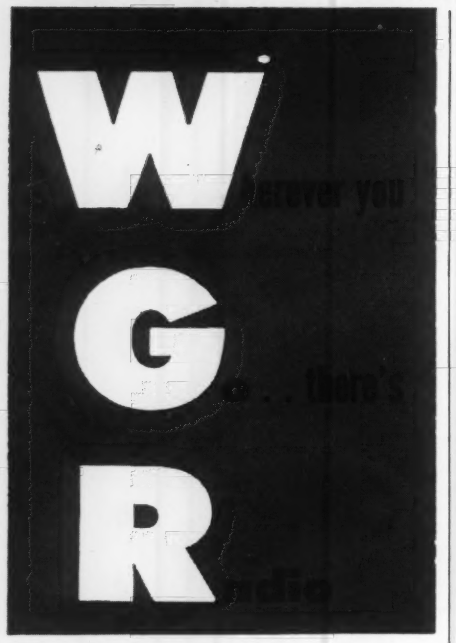
WBC

WBZ-TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZ+WBZA, *Boston;* **KYW • WPTZ,** *Philadelphia;* **KDKA • KDKA-TV,** *Pittsburgh;*
WOWO, *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.



Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

Helen Neville Show
2:10 - 2:30 PM Mon. - Fri.
Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

NBC Basic Affiliate

•

Representatives:
FREE AND PETERS

OPEN MIKE

Friend Finder

EDITOR:

Thank you for the fine article about me [OUR RESPECTS] . . . in your Feb. 28 issue. It served the purpose of putting me in touch with a number of old friends in the business with whom I had lost touch . . .

Russell B. Young
V.P., Dir. of Radio & Tv
Russel M. Seeds Co., Chicago

So Darn Good

EDITOR:

The interview with Kev Sweeney in B•T, March 28, was so darn good that I think you could render a real service to radio by offering to furnish reprints at two bits each. I surely would like to have extra copies for our complete sales and program staffs.

This guy Sweeney has been doing a terrific job for radio, and if this interview doesn't give him the stature he deserves, then I am going back to tending bar in Minsk.

I might also add that if I am able to distribute extra copies, I am certainly going to see that every spot salesman who represents our station gets one.

J. B. Conley, Gen. Mgr.
KEX, Portland, Ore.

[EDITOR'S NOTE: Anticipating Mr. Conley's suggestion and going it one better, B•T is offering reprints of the Sweeney interview to him and any others who are interested at not 25¢ but 15¢ a copy, with the usual 10% discount for orders of 1,000 copies or more.]

EDITOR:

Your March 28 issue really hit the jackpot with two great stories to gladden the hearts of radio people. One, of course, is the stimulating interview with Kev Sweeney; the other is the story by James Furniss titled "A Georgia Bank Banks on Radio."

The latter is the kind of article I should like to put on the desks of several bank presidents in this area—so, this request: do you have, or can you make available reprints of this article?

Kenneth F. Small
Asst. Gen. Mgr.
WPDQ Jacksonville, Fla.

[EDITOR'S NOTE: Reprints of the Georgia bank article are available at $5 a hundred or a nickel apiece.]

Credit Due

EDITOR:

I was just as pleased as everyone else here with the nice write-up of *Home's* March 21 show [B•T, March 28], especially so since the two segments done from a farm outside Louisville were under my production supervision.

I was sorry to note, however, that in the list of credits at the end of the review my name was absent . . . For the record, I have been with *Home* . . . since almost a year before its air premiere and have always enjoyed the title of senior editor, which I still hold . . .

A. C. Spectorsky, Senior Editor
Home
NBC, New York

NAB Awards Committee

EDITOR:

The National Audience Board story on page 64 of the April 4 B•T was not exactly correct: the Awards Advisory Committee, as contemplated, will be composed of station and advertising agency representatives rather than the 22 civic and cultural groups, as was mentioned.

It may be of interest to the industry to know that some of the groups have contacted their corresponding members in New York, which means the New York Committee will soon be established.

Peter Goelet, President
National Audience Board, New York

The Carolinas

EDITOR:

We have received some extra copies of the reprint of the Carolinas article [B•T, March 21] and want to congratulate and commend you for doing a fine job. We know it will do our radio and tv businesses a lot of good.

Gaines Kelley, General Manager
WFMY-TV Greensboro, N. C.

EDITOR:

The tv and radio industry should rejoice in B•T's stature, with publication of the perceptive analysis of the "Expanding Carolinas."

Certainly no ivory tower historian could begin to equal this detailed on-the-scene study of our area's fabulous development—its 1955 impact on the nation's economy . . .

John Bondeson, Dir. of Promotion
WIS-TV Columbia, S. C.

EDITOR:

May we tell you how much we liked your Carolinas [article]? Even though we live and work here, and think we know our state's scope, B•T was able to give us a new perspective.

It was, in short, your usual superlative job . . .

W. Frank Harden, Managing Director
WIST Charlotte, N. C.

[EDITOR'S NOTE: Others desiring reprints of "The Carolinas" may obtain them at $25 per 100 copies.]

Agencies Like the Yearbook

EDITOR:

. . . I wonder if you realize what a fine service you perform with the BROADCASTING YEARBOOK-MARKETBOOK. There are so many facts, vital statistics and important data within its covers that we here at our agency find it a most handy research tool and quick reference guide.

Victor Seydel, Dir. of Radio & Tv
Anderson & Cairns Inc., New York

EDITOR:

. . . Orchids to you for the station listing—the most complete I've seen to date. Grouping it with the market data makes it a very valuable tool.

Jean L. Simpson, Radio-Tv Timebuyer
Doyle Dane Bernbach Inc., New York

EDITOR:

. . . There is such a wealth of information in it that I am sure it will be well-thumbed during the year . . .

Penny Simmons, Timebuyer
Foote, Cone & Belding, New York

EDITOR:

. . . As always, this will occupy a prominent place on my "facts-at-fingertips" shelf and will be well-worn before too long . . .

J. James Neale, Timebuyer
Dancer-Fitzgerald-Sample Inc.
New York

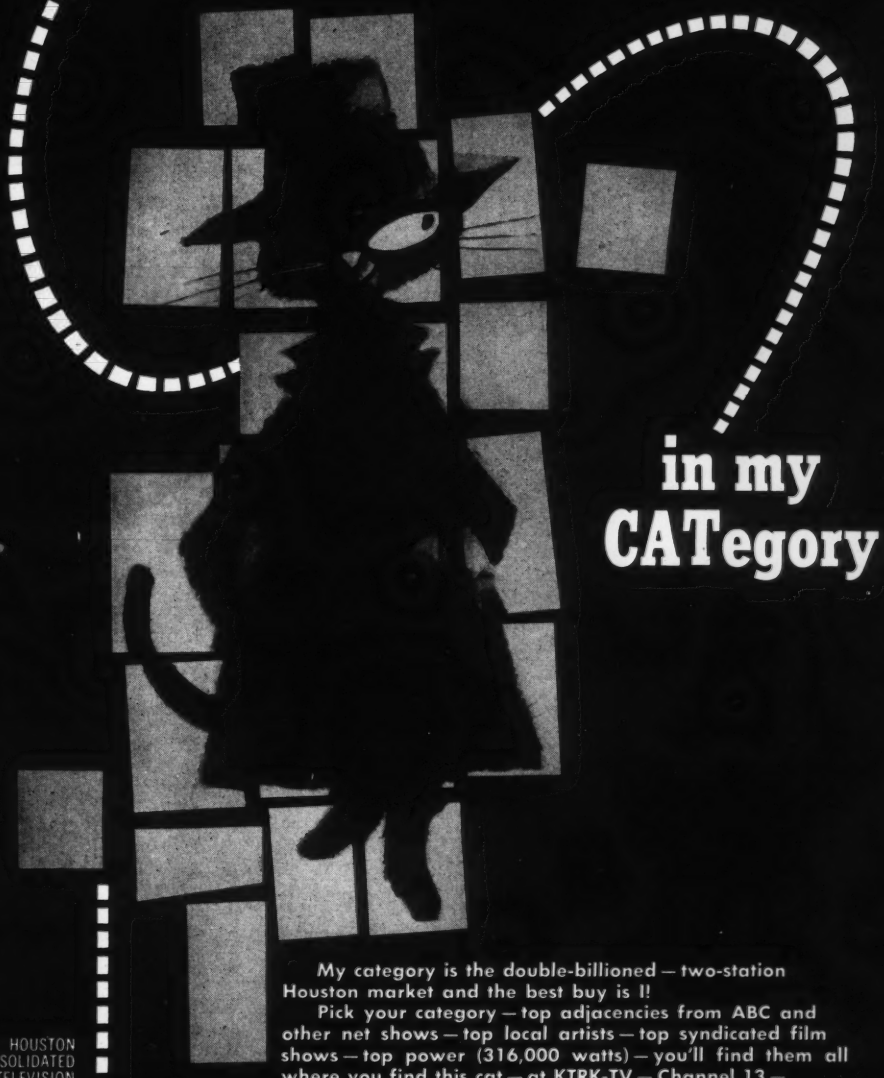
. . . and Map

EDITOR:

I have your TELECASTING map at hand at all times and it gives me an immediate broad picture of the rapidly changing tv business.

Jack Sinnott, Timebuyer
Ted Bates & Co., New York

I'm the cat



in my CATegory

My category is the double-billioned — two-station Houston market and the best buy is I!

Pick your category — top adjacencies from ABC and other net shows — top local artists — top syndicated film shows — top power (316,000 watts) — you'll find them all where you find this cat — at KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

And color too — local programs daily.

HOUSTON CONSOLIDATED TELEVISION COMPANY
P. O. Box 12
HOUSTON 1, TEXAS
General Mgr.,
Willard E. Walbridge
Commercial Mgr.,
Bill Bennett
National Representatives:
BLAIR-TV, 150 E. 43rd St.
New York 17, N.Y.
BASIC ABC

KTRK-TV
The Chronicle Station
Channel 13

BLAIR - TV

LOOKING FOR ACTION?

SIGN UP WITH "MR. ACTION"

"DOUGLAS FAIRBANKS JR. PRESENTS"

A NEW HIT FROM ABC FILM SYNDICATION, INC.

The hottest *new* TV film show you can buy! There are 78 films, all told, with Fairbanks himself as your host-producer for every show... *and* star of one out of every four. And does he do things for *sales?* Just ask his satisfied sponsors... they're not hard to find!

OTHER TOP TV FROM ABC FILM SYNDICATION, INC.

RACKET SQUAD

PASSPORT TO DANGER

THE PLAYHOUSE

KIERAN'S KALEIDOSCOPE

ABC FILM SYNDICATION, INC.

IMSELF !
YOU'LL GET ACTION ON THE TV SCREEN . . . ACTION IN YOUR SALES!
VARIETY SHOWS FAIRBANKS TOP-RATED AGAIN
Variety's ARB F
Chart of Feb
1955, shows
Fairbanks J
top again
FAIRBANKS FILMS WIN BILLBOARD AWARD
Billboard's Second An-
nual TV Award goes to
"Douglas Fairbanks Jr.
Presents" as the best
non-network dr
film show
RHEINGOLD SPONSORS FAIRBANKS 3rd YEAR IN ROW
Rheingold Beer is cur-
rently in its third suc-
cessive year of regional
sponsorship of "Douglas
Fairbanks Jr. Presents."

7 West 66th Street
New York, N. Y.
SUsquehanna 7-5000

CHICAGO • ANdover 3-0800
ATLANTA • ATwood 3885
HOLLYWOOD • HOllywood 2-3141
DALLAS • RAndolph 6302

You've probably read in some of our poop sheets how that number 13 has followed us from the date of our first application, to the date of our grant, to the final installation of our channel 13 antenna, and so on. . . .

Even found I had 13 keys on my ring and Penn station put the Southbound Crescent on track 13 on my first TV safari to Madison jungle. Now we count up and find our production crew blithely putting out 13 live shows per day to fill five hours of our 14-hour day. Then as a fillup they throw in six others at odd times during the week.

Smart boys from other stations drop in and tell us it can't be done, but our boys are like bumblebees who haven't read the aero-dynamic fact that they can't fly, and they just go right on producing shows the viewers like and, better still, that sell things. There's still room for you and your product in some of these tailored-to-the-audience programs, so get with Avery-Knodel and let's hear from you! (If you're wanting RADIO in Middle Georgia, see the Katz boys!)

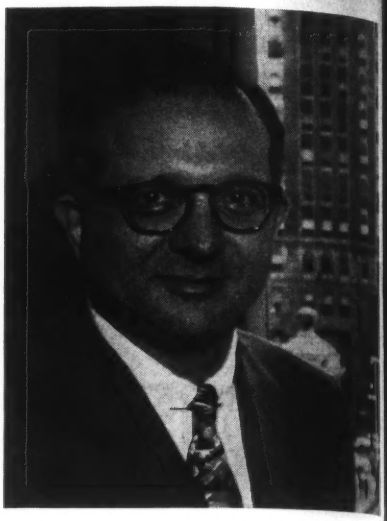
Cobbs

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to PETER AMIL CAVALLO JR.



STEEPED in understanding of how to best utilize the broadcast media, Peter Amil Cavallo Jr. believes ardently in exploitation, publicity and merchandising to win and hold radio-tv audiences and move products. As a student of agency management, he can talk feelingly—and knowingly—on what he believes to be the need for "greater efficiency in the use of each dollar" at all levels of the advertising industry.

Perhaps in the not too distant future, a sort of National Broadcast Advertising Executives Assn. will emerge, dedicated to the principle of getting "maximum effectiveness from every broadcast advertising dollar" and composed of the top executives of related fields. Mr. Cavallo feels there's a definite need for such an organization—and if it ever does materialize, you may find him in the forefront of the prime-movers.

Today, Mr. Cavallo heads up the newly-formed Broadcast Advertising Club of Chicago, which has dedicated itself locally to ways and means of making broadcast advertising successful. As he explains, it's "the one tie binding all of us together"—networks, stations, advertisers, agencies and representatives.

It was logical that the new BAC would turn to a man of Mr. Cavallo's calibre and insight when it sought a president. As director of television, radio and motion pictures for J. Walter Thompson Co. in Chicago, Mr. Cavallo has an executive's eye view of the problems and complexities that confront the agency's many radio and television advertisers in day-to-day operation. He seems ideally suited for his post, though, by temperament and background.

Born in St. Louis

Peter Amil Cavallo actually hails from a musical family of Italian extraction. A native of St. Louis (June 7, 1905), he spent his youth in the theatre. Young Peter was a musician in Chicago legitimate theatres from 1923 to 1925, and served as musical director for the Erlanger and Illinois theatres from 1926 to 1934. He became musical contractor for the Studebaker Theatre in 1937 and the Great Northern in 1945.

His early years were interspersed with educational pursuits. Mr. Cavallo attended the U. of Chicago, receiving a Bachelor of Science degree in commerce and administration in 1928. Young Peter skipped around considerably, taking a leave of absence from the Erlanger to serve as orchestra manager for the American Opera Co., which toured the U. S. and Canada from 1928 to 1930. He resumed his education at Northwestern U.'s schools of music and speech and later took such courses as philosophy, mass phychology, general semantics and "mathematical formulations of the theories of music."

There were other pursuits: he was production musical director for the U. of Chicago's Blackfriars' shows (1928-1938) and musical director for the Chicago automobile shows (1935-1938). Devotees of serious music are sure to remember Mr. Cavallo's symphonic band in the 1930s and '40s—he was associate director.

In 1932 Mr. Cavallo became a musical director of Judson Radio Programs Inc. (a production firm later absorbed by CBS). He held similar positions in Chicago with Warner Bros.' Brunswick Recording Labs in 1933 and 1934, and with American Record Co.'s Columbia Brunswick recording studios in 1935-36.

As a radio program producer and freelance musical director, Mr. Cavallo was associated with World Broadcasting System in 1936 and various advertising agencies, including McJunkin Adv. Co. and Blackett, Sample, Hummert Inc., handling musical shows.

To NBC in Chicago

In 1943 Mr. Cavallo came to NBC Chicago as radio production director. He also composed, arranged and conducted musical scores for Wilding Picture Productions for five years.

Mr. Cavallo joined J. Walter Thompson Co. as production director of radio, tv and films in 1945, handling that job until 1952 when he was named director of the department.

A number of radio-tv accounts are handled out of the Chicago office of the Thompson agency which last year realized broadcast billings of some $50 million, according to a recent B•T survey. Among its clients who use radio and/or tv are Swift & Co., Kraft Foods Co., Quaker Oats Co., Bowman Dairy, Chun King Sales, Libby, McNeill & Libby, Seven-Up Co., Famous Cereals Co., Weco Products Co., Mobile Homes Mfrs. Assn., Sophie Mae Candy, Indiana Bell Telephone and H. H. Hixson. J. Walter Thompson in Chicago also services the Shell Oil and Ford Dealer accounts for its New York office. Out of the Chicago office, according to latest count, come about 10 tv properties and seven radio programs.

Mr. Cavallo feels that part of the answer to television's high costs lies in greater efficiency, exploitation and merchandising. "Exploitation is important because this is show business—proper exploitation is the only way to get the largest possible audience." How else to meet the problem of high tv costs so that advertisers will get their dollar's worth? Mr. Cavallo (who is single and whose hobbies include the theatre) has an answer for that, too.

"One vague question gives birth to litters of vague answers," he explains with a twinkle.

KGW

PORTLAND

OREGON'S
FIRST
RADIO STATION

NBC

5000 watts on 620 kilocycles

ANNOUNCES
the appointment of

JOHN BLAIR & COMPANY

as their exclusive
National Representative

EFFECTIVE MAY 1, 1955

Newest, Most Modern Radio and Television Facilities in the South!

WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power

"The Giant of Southern Skies"

Represented Nationally by
WEED TELEVISION
CORPORATION

WFBC - RADIO (NBC Affiliate)
is represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

HERBERT DONALD STRAUSS

on all accounts

HERBERT DONALD STRAUSS, vice president, member of the board and account supervisor at Grey Adv., New York, this month celebrated his 46th birthday and his 16th anniversary with the firm..

Recalling his entry into the agency, Mr. Strauss observed, "I got the job on the weight of a book. Twenty pounds, to be exact."

The "twenty-pound book" was a presentation folio of his accomplishments which he compiled and presented to the Messrs. Lawrence Valenstein and Arthur Fatt, president and executive vice president, respectively, of Grey.

"I think the book really got me the job," Mr. Strauss smiled, "not because they couldn't put it down, but because they couldn't pick it up." He was hired as an account executive.

A native of Rochester, N. Y., and graduate of the Wharton school at the U. of Pennsylvania, where he majored in merchandise, Mr. Strauss' first job was with the *New York Times* in 1931. A year later he went to Chicago to take over the post of ad manager of Riggs Optical Co., a division of Bausch & Lomb. He built his record there for eight and a half years, and thereupon recorded his development in the volume that read him into the Grey agency.

That was 1939, and Mr. Strauss has been with Grey continuously since then, except for his war service in the Navy from 1942 to 1946.

When Mr. Strauss first joined the agency, its billing was approximately $3 million and it had about 35 employes. Today, Grey bills $27 million and has 350 employes. Mr. Strauss is one of the executives responsible for this success.

Currently he is account supervisor on the following accounts: Mennen (baby products), which has just completed a test campaign on *Ding Dong School* on NBC-TV; Associated Products Inc. (5-Day deodorant pads), which has put its entire budget into television, currently sponsoring *Tony Martin*, Mondays, 7:30-45 p.m. on NBC-TV and effective June 1, co-sponsoring the Arthur Murray show, Tuesdays, 8:30-9 p.m. on NBC-TV; Emerson radio and tv sets; Union Pharmacal; Necchi & Elna sewing machine and Mathieson Chemical, Forward House Div.

Mr. Strauss was named account superior at Grey in 1949 and one year later he was appointed a vice president.

He is married to the former Sarann Eisner. They have two children, Richard, 15, and Barbara, 13.

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Progress Is Our Most Important Product

GENERAL ELECTRIC

As we see it, this may be the key to "picture-on-the-wall" television

General Electric develops a screen surface that amplifies light many times

● The two pictures on the left show what may be one of the more important scientific discoveries of recent years.

The top picture shows a dim image of Dr. Willis Whitney, Dr. William Coolidge, past Directors of the General Electric Research Laboratory, and Dr. G. G. Suits, current Director. It has been thrown on a new kind of phosphor screen by ultraviolet light from a slide projector. The bottom picture shows what happens when the screen is "turned on" and an electric current applied to it. The surface actually reflects back more light energy than is projected on it.

Light amplification in a single phosphor layer is a basic discovery. It may open the way to TV sets so flat they can hang on the wall.

This key development is one of the recent contributions of G. E.'s continuous program of research, which over 76 years has led to new products and jobs.

Today, in designing broadcast equipment we constantly draw upon the facilities of our General Engineering Laboratory and our Research Laboratory in Schenectady, New York, and from our Electronics Laboratories at Syracuse and Ithaca, New York, and Palo Alto, California. Today, G-E engineering and research score enviable records for advanced designs for broadcast equipment. *General Electric Company, Broadcast Equipment, Section X245-18, Electronics Park, Syracuse, New York.*

Thin TV set of 1965, as designers imagine it now, is shown next to one of today's TV tubes. Dr. Suits holds in his hand the new light-booster screen developed by Dr. Ferd Williams and D. A. Cusano of General Electric.

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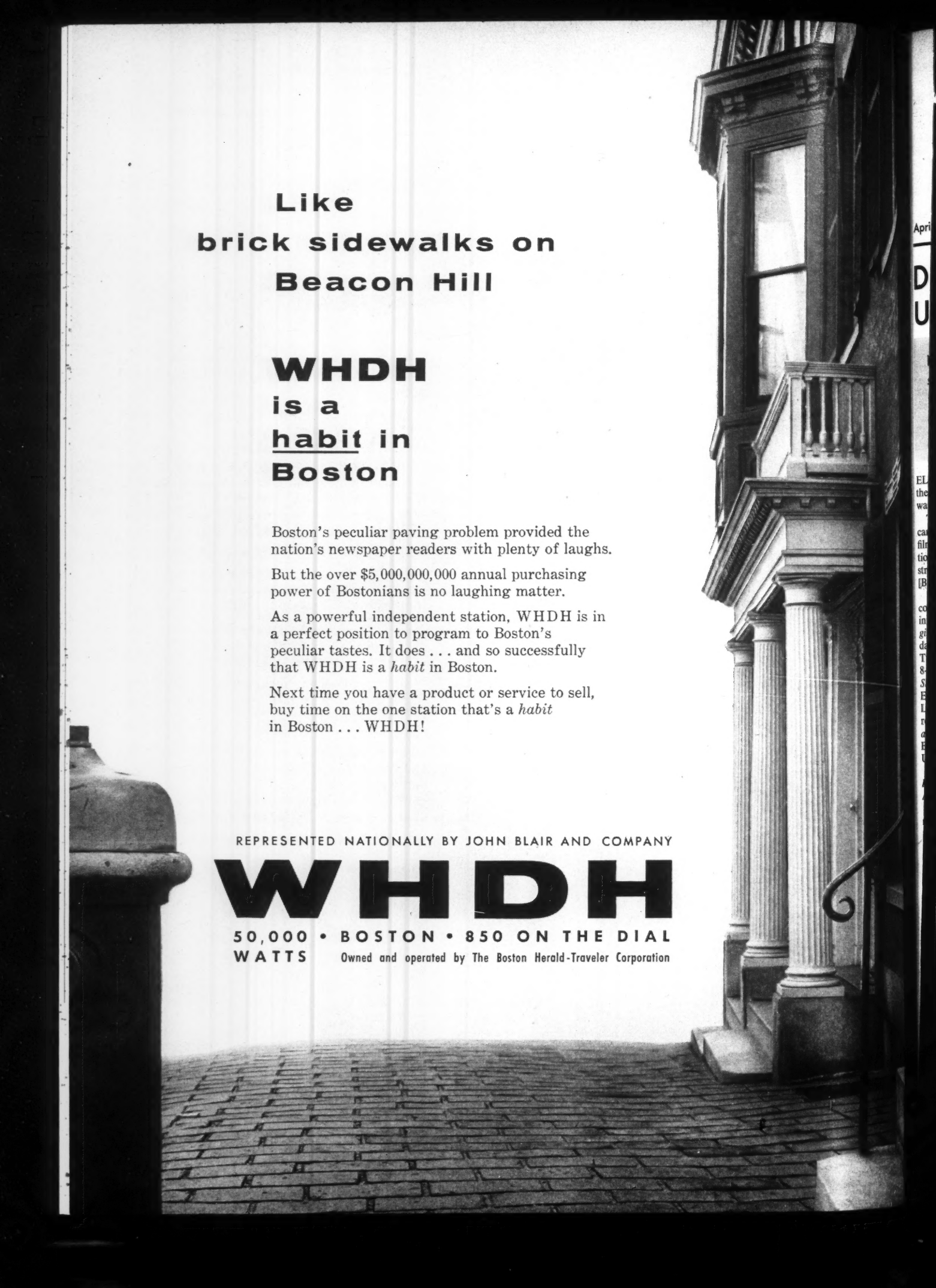

Like
brick sidewalks on
Beacon Hill
WHDH
is a
habit in
Boston
Boston's peculiar paving problem provided the nation's newspaper readers with plenty of laughs.
But the over $5,000,000,000 annual purchasing power of Bostonians is no laughing matter.
As a powerful independent station, WHDH is in a perfect position to program to Boston's peculiar tastes. It does . . . and so successfully that WHDH is a *habit* in Boston.
Next time you have a product or service to sell, buy time on the one station that's a *habit* in Boston . . . WHDH!
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY
WHDH
50,000 WATTS
BOSTON • 850 ON THE DIAL
Owned and operated by The Boston Herald-Traveler Corporation

BROADCASTING TELECASTING

April 18, 1955 Vol. 48, No. 16

DUMONT TO BE FILM NETWORK USING NEW, FAST PROCESSING

Network will use live relays only for special events, sports. Rest of schedule will be delivered on film, shot with new Electronicam system which combines simultaneous live tv and filming. Electronicam also will be leased to stations, advertisers, tv program producers-packagers and movie makers.

ELECTRONIC equipment designed to salvage the DuMont Television Network's operation was shown publicly last week.

This is the system—embodying the Electronicam camera system that combines live tv with film recording in a single, simultaneous operation—with which the network hopes to construct a nationwide programming "service" [B•T, Jan. 3].

At present, the network's structure has become skeletonized to five hours of live telecasting per week. The schedule: Sunday: *Life Begins at 80,* Serutan Co., 9:30-10 p.m. EST; Monday: professional boxing, co-op, 9-11 p.m. EST; Tuesday: *Life Is Worth Living,* Admiral Corp., 8-8:30 p.m. EST; Wednesday: *What's The Story?,* Allen B. DuMont Labs, 8-8:30 p.m. EST; Thursday and Friday: *All About Baby,* Libby, McNeill & Libby and Swift & Co., on respective days, 1:45-2 p.m.; Friday: *Chance of a Lifetime,* co-sponsored by Lentheric and Emerson Drug, and *Down You Go,* Western Union on alternate weeks, 10:30-11 p.m. EST.

Of this schedule, Bishop Fulton Sheen's *Life Is Worth Living* goes off the DuMont Network April 26.

From both official and informal statements made by executives of the network and of the parent Allen B. DuMont Labs, this is a reconstructed version of what can be expected:

• **DuMont essentially expects to become a "quality film network" in its programming.** News, special events and most sports will continue on a live basis. For the latter shows, cable will be ordered as needed.

• **All network programs distributed would be film,** except the special events or news programs.

• First victim of the Electronicam's operation may be expected to be the kinescope.

• Sales feature to advertisers and agencies, according to DuMont spokesmen, is the combined appeal of good quality film and speed of delivery to stations as well as lowering of production costs.

• First such advertiser, now on DTN, to "go Electronicam," replacing its present live-plus-kinescope, may be expected as early as next week.

• DuMont feels it is ready to provide its live-film camera system to agencies, advertisers, motion picture producers, tv film producers and packagers and others, as quickly as ordered.

• Although DuMont is ready with its system, technical improvements will continue. Experiments will be made in adapting this system, which already records on color film while sending a monochrome tv signal, to the three-image orthicon, color live camera.

• DuMont would lease its system to film producers—movie or tv—stations, individual advertisers or agencies and even other networks.

The Thursday showing in New York drew an impressive turnout of a wide segment of the broadcasting-motion picture industry. Newsmen, film producers and packagers, agency executives, advertisers, military electronics experts and others crowded the fifth story studio at DuMont's 67th St. TeleCentre, built at a cost of $5 million. This studio and another in the building will be used for film production.

Reports that the development of the camera system would mean entry by DuMont into the film syndication business drew conflicting state-

DR. DUMONT MR. BERGMANN

ments from officials. Some of the executives, including Dr. Allen B. DuMont, president of Allen B. DuMont Labs, and Ted Bergmann, DTN's managing director, felt possibly this would happen in time if film stocks were built up.

Stressed were residual or re-run possibilities of high quality film as compared to the inferior quality and lesser re-run value of the kinescope. Thus, according to DuMont spokesmen, stations would have on tap films of top network shows —such as *Peter Pan*—which could be re-run any number of years later.

Basically, the Electronicam system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The latter is placed on a tripod or dolly.

The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to the film and the other to the image orthicon tube.

There are two basic pickup units:

• **For simultaneous tv broadcasting and film recording in monochrome or in color.** This, according to DuMont, is suited to the telecaster's requirements by providing (1) direct film recording and (2) simultaneous broadcast of the identical scene. Both recording and the broadcast signal are of high quality, it was asserted.

The principle used in this unit is a shared optical system in which a major percentage of light passing through the common optics is transmitted to the film camera with a minor portion reflected to the tv camera tube. Share ratio of light between the two optical paths is determined by (1) film sensitivity, (2) image-orthicon sensitivity and (3) studio lighting. Principles are common to both monochrome and color operation.

• **For making motion picture film primarily,** with use of tv system for control and editing. This unit operates on the principle of "a time shared light path." Its technique:

While the film pull-down is moving a new frame of film into position in the film camera, a shutter interrupts the light path. During this interval, the image is reflected from the shutter's front surface into the optical path of the image orthicon tube. With studio lighting and film sensitivity requirements satisfied, the 50% light duty cycle to the tv camera provides automatically an adequate signal for monitoring and studio direction purposes.

According to DuMont, there is no problem in changing from monochrome to color film operation because "the excellent sensitivity of the image orthicon camera permits the use of all the conventional photographic emulsions in black-and-white or color with practical amounts of studio lighting."

Fast distribution of finished, high quality film print is made possible by means of a new production technique, an "editing master" film which serves as a guide for rapid preparation of the final product, it was explained.

Advantages of the system, as cited by DuMont:

• Lowered film production costs—perhaps as much as 50%—because of speed of shooting.

• Availability of films in color or black-and-white.

• High quality films for repeat or delayed broadcast.

• Adaptability of the system to all film types and sizes—including wide screen systems.

• Better artistic results developed by continuity of action which is maintained. Stop-and-start film shooting is eliminated.

The editing technique used in the DuMont Electronicam system is both speedy and continuous. Fades, wipes, dissolves and superimpositions are recorded on an "editing master" guide. After the film is shot, a special editing

HOW ELECTRONICAM WORKS

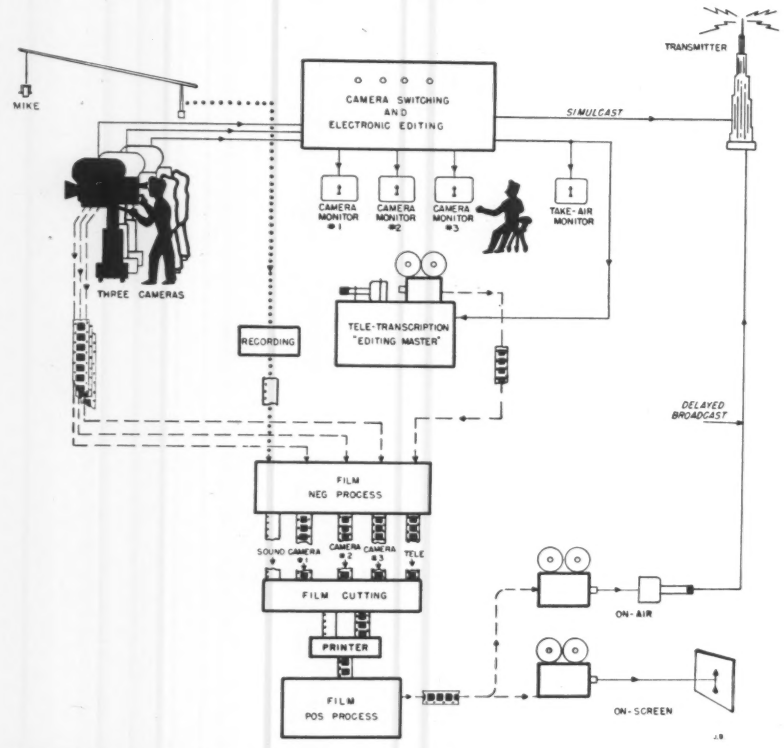
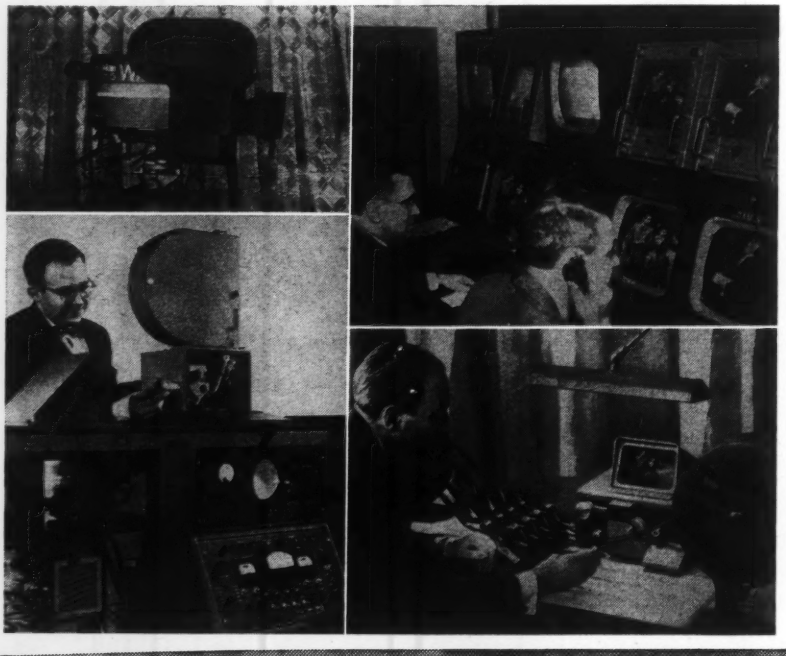


DIAGRAM above shows how cameras (upper left) feed (solid lines) to switching and electronic editing gear (upper center) where director chooses scenes for live broadcast and teletranscription "editing master" (center). Broken lines show how "editing master" and film footage run through developing equipment. Film is then quickly edited by comparison with "editing master" and printed for use in direct projection or on air. In picture panel below are key elements of system. Top left is pickup unit combining live and film cameras. Top right is control room with James L. Caddigan (l), DuMont director of programming and production. Lower left is video recorder which makes "editing master." Lower right is editing device which editor uses to compare film footage with "editing master" and to splice together finished film, exactly like teletranscription.



device locks the several negatives from the system in synchronization with the master guide so that all can be run off slowly and visually inspected together. The guide, with its added effects, then can be lined up with the high definition negatives and the "cued editing" of the complete film finished in hours instead of the weeks involved in conventional film editing.

Continuous running of the system, it was explained, eliminates advance cueing. Thus, extra recorded footage permitting greater flexibility in editing outweighs "the slight increased cost of the stock," it was said.

In announcing the new system, Mr. Bergmann said DuMont for the past eight years "has struggled to establish a network which could successfully compete commercially with, and provide a program service equal to, or better than, others in the field."

Mr. Bergmann said DuMont has made a turnabout from that position and will travel along a new route [via film] because of many reasons, a major one being the FCC's long freeze "which has today resulted in the top 100 markets containing 17 single station markets; 36 dual station markets; 33 three station markets, and only 14 four or more station markets."

He said the DuMont network last year paid nearly $3 million for maintenance of cable and microwave interconnections, the largest part of the sum representing contract facilities to serve about 50 markets on an eight hour day basis, seven days weekly for a total of 2,800 station hours per week.

But, Mr. Bergmann noted and later reiterated in explaining the future of the network, difficulties in clearing live time in many markets adversely affected DTN's competitive situation "in many sales efforts" and thus DuMont could make use of only 125 station hours of live time per week. He said "since this represented less than 5% of our total contract purchase, in terms of dollars we were only able to gain $150,000 of benefit out of a $3 million investment in this basic raw material of network operation."

Two to One Film

Mr. Bergmann said that added to 125 live station hours per week, the network had 250 kinescope hours, or two-thirds kinescope and one-third live. Because the advertiser knew this, Mr. Bergmann asserted, ratings and audience would depend pretty much on the quality of the teletranscription.

These kinescope recordings, he emphasized, could not compete with live programming or Hollywood-produced films. Months of experimentation with improvement of kinescoping—which brought results—only proved that the best could not solve the problems inherent in inability to clear stations live or to provide good quality recording, he explained.

Mr. Bergmann served a word of caution: "By no means will this method alone solve all the problems of establishing a secure competitive position for the DuMont network. It does, however, form the basis for a sound new growth along the lines of an entirely new concept of network television."

He revealed that since the first week of this month, DuMont has stopped maintaining contract cable lines, except for the East Coast, and is purchasing cable only when the occasion calls for its use.

Mr. Bergmann made no direct reference to any possible investment by the network itself in program expansion. He did say, however, that he felt new money would be channeled into productions because the Electronicam system would attract new advertisers.

Test of the "concept," Mr. Bergmann said, will be in the "capacity" of the system to in-

crease effort and effectiveness of the advertisers' dollar and to increase program value. He said this was the reason why advertisers and agency representatives were invited to the demonstration.

Dr. DuMont asserted that the tv industry and advertisers have "an obligation to remedy" a situation wherein a "too large a portion" of the public has been forced "too long" to put up with pictures of inferior quality from old film and kinescopes. Choice to stations, Dr. DuMont said, lies between "costly live programming; costly programs transmitted by costly cable; inferior quality film, kinescopes or regular; or high cost motion picture film in limited supply."

Greatest single expenditure, he said, is the cost of programs "and the most expensive program is the 'live' program."

Dr. DuMont said:

"The present system of networking and the differences in time zones do not permit the flexibility conducive to freedom of choice which works advantageously either to stations, the viewing public or advertisers.

"An examination of the operating costs of stations and networks alike will reveal as the greatest single expenditure—the cost of programs. Television has a prodigious appetite. And the most expensive program is the 'live' program.

"If the desired effect is not achieved at the time of the airing of the live show, the required expenditure is lost forever. The solution to this dilemma lies in a low cost, high quality method of reproduction capable of use at the network or station level.

"Speaking from a national standpoint, costly programs and live quality pictures are limited in availability to those networks and stations profiting as a result of a government-made scarcity of channels and to advertisers who can afford established time priorities on networks with live exposure in virtually all major markets.

"Such a condition operates to the disadvantage, and in some instances to the exclusion, of many broadcasters, the viewing public and to local and regional advertisers.

"It has forced some broadcasters to go out of business.

"It has kept many advertisers from using the most efficient of all advertising media.

"There are some advertisers who would like to do a national tv job, but who are frozen out by the preferences, priorities, time availabilities and other high cost factors.

"Our company has not been content to accept such a situation as being satisfactory to any of the important elements affected—the stations, the viewing public, or most of the advertisers.

"In fact, we believe the situation must be corrected if the dream of a truly competitive national television system is to be realized.

"As a pioneer in television research, manufacturing and broadcasting, our company has been impelled by economics and inherent obligations to the public to do something about it.

"Now, it is with a high degree of satisfaction that I tell you our diligent efforts expended over a rather long period of time have met with success. We have effected an economically and esthetically sound marriage of television and motion pictures."

At the demonstration, two films were shown. The first contained two sequences, one in black-and-white, the other in color. The second film explained how the system worked and included a six-minute sequence showing a variety of shots filmed in six minutes. Under conventional methods, according to DuMont, that sequence would have taken several days to film.

Demonstrated in the films were continuous follow focus, mobility and ease of lens change in the Electronicam—with cameramen given only ad lib direction for camera movement—turret change and focus adjustment.

The earlier sequences included Paul Dixon and Captain Video showing how the system operates with continuous mobility. The Paul Dixon "home base" part of the film was shot as an ad lib sequence, with the camermen observing only one walk-through before shooting the segment with cold direction. For the Captain Video portion of the film, rehearsal on the set took one hour, and then the whole sequence was shot in a continuous take in eight minutes. A color sequence shown—with the color said by observers to be of high quality—received some 45 minutes of camera rehearsal and was shot in seven minutes.

Explanation of the film shooting, lighting used (standard studio lighting) and operation of the camera system was given by James L. Caddigan, the network's director of programming and production, who is credited with developing the system in association with DuMont research and broadcasting engineers.

Conspicuous Guest

APPEARANCE of Ted Cott, former vice president and operating head of NBC's radio network, at Thursday's demonstration of the new DuMont Electronicam combined live-film camera, renewed speculation that Mr. Cott will be associated in an executive capacity with the DuMont Television Network.

A report was circulated at the demonstration that Mr. Cott may be selected May 1 as operating head of the network's WABD (TV) New York [B•T, April 11], in anticipation that he will have supervision of programming building in DTN's attempt to revitalize its operation with use of the new camera system.

ADVERTISERS & AGENCIES

TAYLOR ELECTED CHAIRMAN OF BNF

Annual session of Brand Names Foundation held in New York last week.

EDWARD R. TAYLOR, vice president of Motorola Inc., Chicago, last week was elected chairman of the board of the Brand Names Foundation, succeeding Barry T. Leithead, president of Cluett, Peabody & Co., New York.

Other officers named on the final business meeting of the three-day session in New York on Wednesday were John J. Breck Jr., executive vice president, John H. Breck Inc., Springfield, Mass., and Robert E. MacNeal, president of the Curtis Pub. Co., Philadelphia, vice chairmen; Thomas F. O'Neil, president of MBS, chairman of the executive committee, and Louis Hausman, vice president of CBS Inc., treasurer. Henry E. Abt was re-elected foundation president. Mr. O'Neil served this year as chairman of the planning committee for Brand Name events.

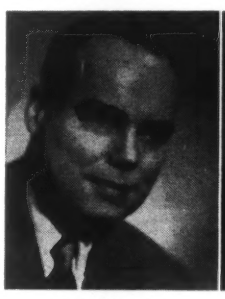
More than 1,700 business leaders and other guests attended the annual Brand Names dinner at the Waldorf-Astoria Hotel, at which a retailer-of-the-year plaque and up to four certificates of distinction were awarded to firms in each of 24 categories of selling.

Keynote speaker at the dinner was Vice Admiral Arthur Dewey Struble, chairman of the UN's military staff committee and newly-named commander of the Eastern Sea Frontier, who discussed "The Military Strength of the Free World." His talk was broadcast over MBS.

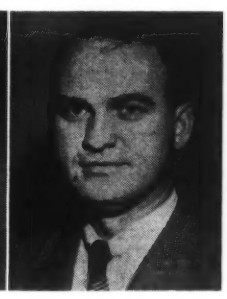
In a talk before the retailers last Tuesday, Max E. Buck, director of merchandising for NBC-owned stations, urged that retailers and media work together to "end the day of off-brands, private brands and here-today-gone-tomorrow brands." He contended that the retailer who is concerned with giving his customer the best "will stock only the advertised brands whose integrity is guaranteed to the public in print and on the air. Mr. Buck asserted that color tv will give consumers "a brain-washing that may close up shop for the house-brands," and added:

"It will deliver a brand-name impact and a true-to-life identification that will end forever consumer doubts about whether a product is an advertised brand with a built-in-guarantee, or a fly-by-night that looks alike."

The retailers visited various places of interest in New York, including the offices of BBDO, and were entertained by NBC and Mutual, among others. NBC was host at a breakfast to 200 retailers and their wives Wednesday in the Rainbow Room, RCA Bldg. Mutual gave a cocktail party and buffet supper for several hundred guests on Monday night at the Waldorf-Astoria's Starlight Roof.



MR. TAYLOR



MR. O'NEIL

Hirshon-Garfield, Peck To Merge Into Peck Adv.

PLANS for merging Hirshon-Garfield and Peck Adv., both of New York, were announced last week by Sidney Garfield, president of Hirshon-Garfield, and Harry Krawit, president of Peck. The merger will take effect May 1 and the combined agency will be known as Peck Adv.

Headquarters will be at 400 Madison Ave. Mr. Garfield will become a member of the board and chairman of the executive committee; Mr. Peck will continue as chairman of the board. All accounts of Hirshon-Garfield will become clients of the consolidated agency. Among radio-tv accounts going to Peck are Adams Hats, Trimount Clothing Co., U. S. Time Corp. and Van Munching & Co.

Peck also expects to expand the New York and Los Angeles offices. The Boston division of Hirshon-Garfield has changed its corporate name to Gabriel Stern Inc. and will be completely independent. Similar plans for a separate arrangement is expected for the Miami office of H-G.

Sylvan Taplinger, director of radio-tv for H-G, moves to Peck Adv. in a similar capacity.

BULOVA A COMMERCIAL

SIX Bulova Watch Co. precision-made watches rode with an Air Force F-100 "Super Sabre" jet last January at North American Aviation's testing grounds near Los Angeles at speeds of more than 100 miles per hour faster than sound.

The flight over, the watches were still running and keeping accurate time.

This was "Operation Sound Barrier," the production of 20-second, 1-minute and 2-minute tv film commercials for jewelry dealer sponsorship in more than 200 major local tv markets. First prints go on the air today (Monday).

More than 250 jewelers promote Bulova's "feature watches" in about 222 tv markets, buying their own time on stations. Bulova sends dealers 16 different films each year.

The watch company claims that of these film commercials, the ones classified as "product punishment tests"—of which the jet film is the latest—give both the dealer and the company the greatest sales return.

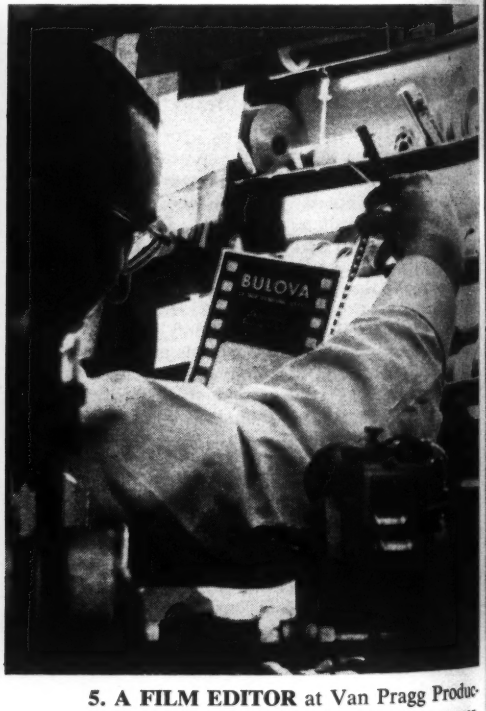
Bulova itself buys some $7 million worth of tv spots yearly. In a few weeks, the company, through its agency, McCann-Erickson, New York, will place a 20-second film, based on the jet film, on some 284 stations, claimed by Bulova to be the "largest [tv] network used by any advertiser."

A B•T PICTURE STORY

2. STORYBOARD for the commercial is assembled by Mr. Gladney and sales promotion staffers at Flushing

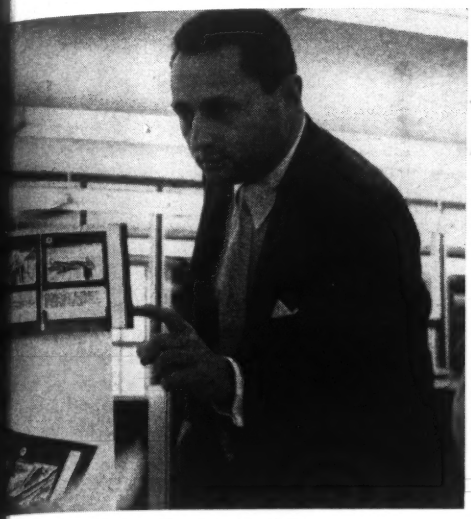
1. PHONE CALL from Norman Gladney, Bulova's director of tv-radio sales promotion, in Flushing, N. Y., arranges with North American Aviation in Los Angeles for the test. Approval for "Operation Sound Barrier" had just been given by Bulova President John Ballard.

4. THE COMPLETED FILM (4,000 ft. of it) is screened by watch company executives at Bulova Park in New York. The test film was shot in color, as the company expects to do in making all its future television commercials for local dealer promotion.



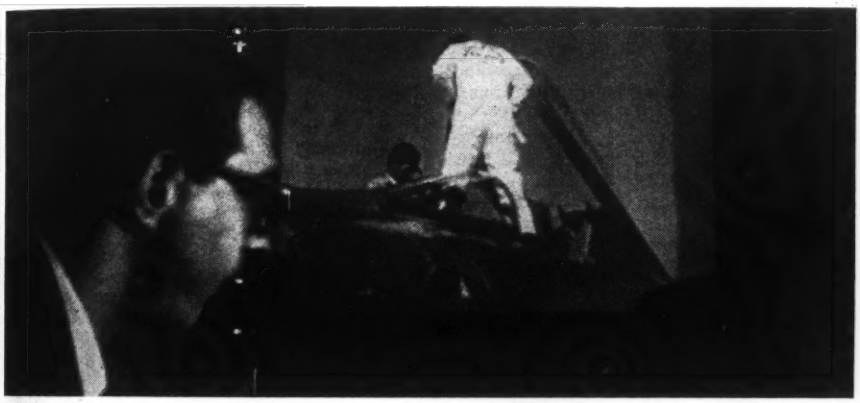
5. A FILM EDITOR at Van Pragg Productions, New York, cuts the film to commercial lengths. It took from Feb. 1 to April 10 to complete this phase of the job.

CRASHES THE SOUND BARRIER



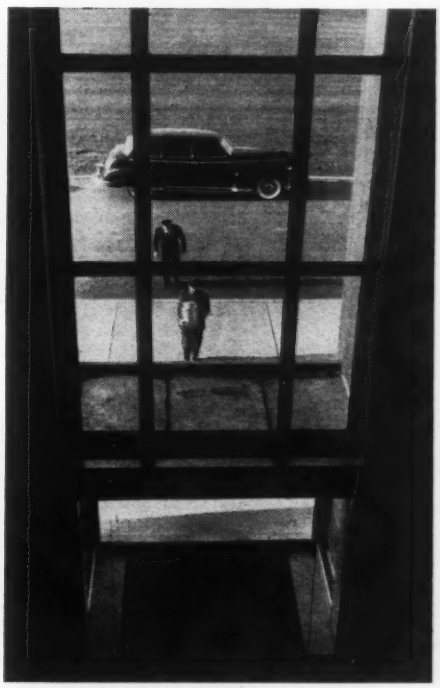
headquarters in advance of shooting. Bulova used its own artists. The script was written by Mr. Gladney.

3. THE PILOT takes over. Chief Test Pilot Joel R. Baker of North American made the test run, putting the plane and its watch cargo through various aerial acrobatics aside from the principal speed run.



6. VOICE-OVER for the commercial is dubbed in at Reeves Sound Studios in New York. Here announcer John Scott records the commercial message while the film is projected on a screen.

7. CRITICS (l to r): Announcer Scott; producer Marc Asch of Van Pragg; audio engineer Chuck Campbell of Reeves, and Arthur Schwartz of Bulova sales promotion study the film on a monitor as they check the sound. Next step will be insertions of dealer identifications by Bulova.



8. IN THE CAN: The completed films are brought by guards to Bulova headquarters. Three months and $8,000 had gone into production of the "crashing the sound barrier" commercial at this point.

SIX FIRMS SET SUMMER DRIVES

Most of the newly-announced spot campaign to get underway in May or June.

SUN OIL Co., Philadelphia, leads nearly a half-dozen advertisers who are preparing radio-tv spot announcement campaigns this week to run during the summer months.

Other advertisers are: Tetley Tea Co.; Farm Bureau Mutual Auto Insurance; Mexana Heat Powder; Golden Gift Orange Juice, and E. & J. Gallow Wine.

Sun Oil Co., through Ruthrauff & Ryan, New York, plans to buy in approximately 75 markets, effective May 16 for 16 weeks, using three to five minutes weekly, in radio.

Tetley Tea Co., New York, through Geyer Inc., for its iced tea campaign, will add about 30 markets to its running spot campaign in radio and television, starting May 15. Contract runs through Sept. 13.

Farm Mutual Auto Insurance, Columbus Ohio, owners of several radio and television properties, is preparing a saturation radio spot schedule to be placed in midwestern cities. Firm places the campaign direct.

Plough Chemical (Mexana heat powder), Memphis, is arranging a video spot schedule in eastern and southeastern states to start June 15. Agency is Lake-Spiro-Shurman, Memphis.

Golden Gift Orange Juice Inc., Miami, through Harris & Whitebrook, Miami and New York, currently expanding in about 25 radio and television markets. A 13-week contract is being placed in big cities where there is distribution.

E. & J. Gallow Wine, Modesto, Calif., through BBDO, New York, currently is making inquiries on the possibility of a radio saturation spot campaign in about a half-dozen radio markets. If the schedule is approved the announcements will start late May or early June.

Mauer Joins Geyer

RAY J. MAUER, a radio and tv director, Cunningham & Walsh, New York, has joined Geyer Adv., New York, as director of radio and television. Prior to his association with Cunningham & Walsh, Mr. Mauer was with BBDO, New York, as a radio and tv director, writer and producer. Before that he was with Campbell-Ewald, Detroit, first as a copywriter and later director of the agency's radio and tv services in New York.

MR. MAUER

K&E Promotes Sholty

L. J. SHOLTY JR., who will continue as regional account executive of the Lincoln-Mercury Dealers Assn., has been appointed manager of the Hollywood office of Kenyon & Eckhardt. He first joined K&E in 1948 as midwestern regional account executive on the Lincoln-Mercury Dealers Assn. and in 1953 was named account executive on the Ford institutional account at the Detroit K&E office. Before joining K&E, Mr. Sholty was with J. Walter Thompson Co.

PRE-GAME FESTIVITIES are observed by this foursome celebrating 1955's first Game of the Week telecast on 150 stations of the CBS-TV network and sponsored for the third straight year by Falstaff Brewing Corp., St. Louis. L to r: Leo Durocher, manager of the world's champion New York Giants; Joseph Griesedieck, president of the Falstaff Brewing Corp.; Buddy Blattner, who announces the games with Dizzy Dean, and Mr. Dean, former pitching star of the St. Louis Cardinals.

INSIDE ADV. WEEK UNDERWAY IN N. Y.

FIFTH ANNUAL Inside Advertising Week is being held April 17-22 in New York with the Assn. of Advertising Men & Women of New York playing host to 54 advertising students from colleges and universities throughout the country and 17 leading New York firms and service organizations.

This morning (Monday), Ruthrauff & Ryan will present the agency role in the advertising field. The session will be followed by a luncheon at the Advertising Club of New York; a meeting at Hill & Knowlton covering its program for American Iron & Steel Institute; a talk on retail advertising by John Ryder, vice president, Film Commercials Inc., which syndicates spot tv commercials; a party for students and press sponsored by Advertising Women of New York, and an evening job-finding forum.

The Tuesday schedule includes a lecture on advertising and sales promotion by Charles B. Konselman, director of advertising, A & M Karagheusian; luncheon sponsored by Sales Executives Club of New York; a session devoted to direct mail planning, and a regular meeting of the Assn. of Advertising Men & Women which students will attend. Paul Smith, president of Crowell-Collier Pub. Co., will address the group on Wednesday morning. At the afternoon session, V. G. Carrier, assistant advertising manager of Esso Standard Oil, will talk on the advertiser's function in market research, sales promotion and public relations. The agency's function will be explained by George L. Williams and R. H. Jones of McCann-Erickson, which handles the Esso account.

Business paper advertising will be the topic of a speech delivered at a dinner meeting Wednesday by Ervin Degraff, sales manager of *Petroleum Week*, a McGraw-Hill publication. The book company's operation will be explained by Harold McGraw Jr., advertising director of McGraw-Hill Book Co.

Robert Sarnoff, executive vice president of NBC, is scheduled to discuss radio and television broadcasting and NBC's role in advertising and communications.

Highlight of the week will be a banquet Thursday evening at Hotel Biltmore, New York. Guest speaker will be Robert M. Watson, president of Ruthrauff & Ryan. Honor seniors will receive graduation certificates for attending the week.

NBC-TV Nears Goal

SOME $1.3 million in gross billings was booked on NBC-TV's *Today*, *Home* and *Tonight* during the week of March 25, it was announced last week by Roy Porteous, manager of sales for NBC's participating programs. Mr. Porteous also said that the three shows combined almost have attained its sales goal of $4.9 million for the second quarter of 1955, with nearly three months to go.

Two of the largest individual orders during the "million dollar week," according to Mr. Porteous, were *Home* renewals from Adolph's meat tenderizer for 52 participations through J. P. Shelly & Assoc., and an order from Heinz for 82 participations through Maxon Inc.

'20 Questions' Sponsor Says ABC Breaks Faith

THE RECENT ABC-TV decision to dislodge *20 Questions* from its 8:30-9 p.m. Tuesday time brought charges from some sponsoring Florida Citrus Commission members that ABC is failing to live up to the contract it signed last summer with the commission.

Twenty Questions' contract expires next month, but several commission members, headed by Advertising Committee Chairman C. V. Griffin, said they understood when the contract was signed the option agreement provided for another year of the show in the spot with a 10% increase in the time charge.

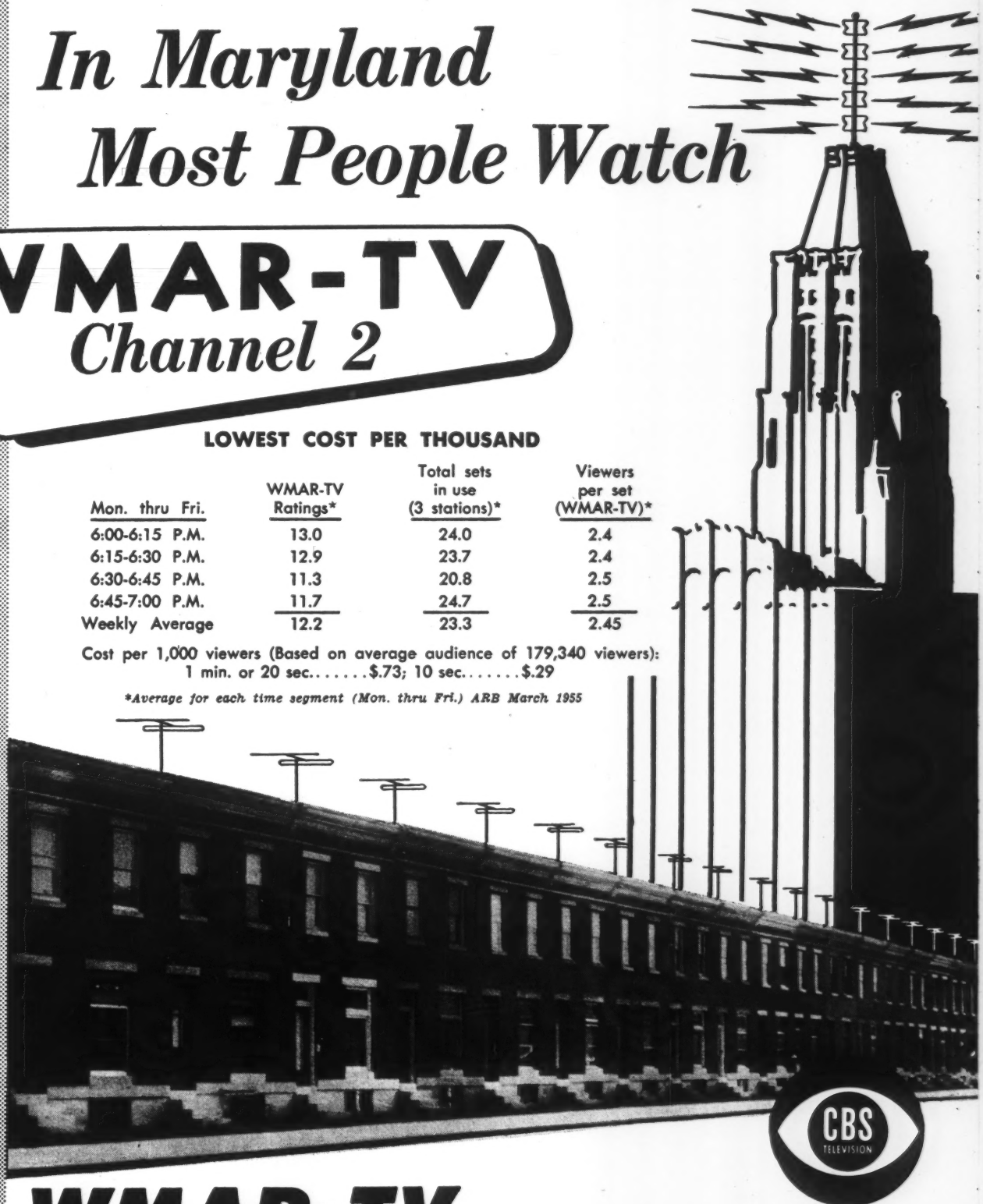
John Mitchell, ABC vice president, told the commission last week the 8:30-9 p.m. period still is available to the commission, but not for *20 Questions*. He explained the new *Warner Brothers Present* hour-long show would run from 7:30-8:30 p.m., and that ABC wanted something better than *20 Questions* to follow it.

Representatives of J. Walter Thompson Co.,

(A&A continues on page 52)

In Maryland Most People Watch

WMAR-TV
Channel 2



LOWEST COST PER THOUSAND

Mon. thru Fri.	WMAR-TV Ratings*	Total sets in use (3 stations)*	Viewers per set (WMAR-TV)*
6:00-6:15 P.M.	13.0	24.0	2.4
6:15-6:30 P.M.	12.9	23.7	2.4
6:30-6:45 P.M.	11.3	20.8	2.5
6:45-7:00 P.M.	11.7	24.7	2.5
Weekly Average	12.2	23.3	2.45

Cost per 1,000 viewers (Based on average audience of 179,340 viewers):
1 min. or 20 sec.....$.73; 10 sec.....$.29

**Average for each time segment (Mon. thru Fri.) ARB March 1955*

CBS TELEVISION

WMAR-TV On Maximum Power - Televising Color

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

this baby was born wearing long pants...

Yes . . . there are no diapers on this kid. Ever since he came into the world April 14, 1955, he's been wide awake *all day long* doing a man-sized job.

You'll love this baby . . . WBRZ, Channel 2 . . . bringing to Louisiana, and parts of Mississippi, excellent programming and superior production. WBRZ is well equipped with finest studio and projection equipment . . . vidicon, telop, special effects amplifier, and pedestal dolly camera . . . all calculated to create visual interest for your commercials.

Now, for the first time, pitch your sales message from one central location, Baton Rouge, to thousands of homes in Lafayette, New Iberia, Opelousas, Hammond, Lake Charles, Alexandria, New Orleans, Houma, Natchez, Vicksburg, Biloxi, Gulfport, Bay St. Louis, and many, many other communities.

For full information, write or wire WBRZ, Channel 2, Baton Rouge, or contact Hollingbery.

VITAL STATISTICS

- CHANNEL: Two
- POWER: 100,000 watts
- TOWER: 1001 Feet MSL
- SCHEDULE: 7:00 A.M. to 12:00 Midnight
- NETWORKS: NBC and ABC

wbrz CHANNEL **2** BATON ROUGE, LA.

LOUISIANA TELEVISION BROADCASTING CORPORATION

represented by **HOLLINGBERY COMPANY**

U.S. SOAP OPERA GOES EUROPEAN

AMERICAN METHODS PAY OFF FOR RADIO FREE EUROPE

A LISTENER is a listener whether he listens in Pittsburgh or Prague, Boston or Budapest, and the radio techniques which have proved their ability to move audiences in America are no less successful behind the Iron Curtain.

That's the conclusion reached by Radio Free Europe, anti-Communist radio station broadcasting to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria, after the successful introduction into their broadcasts of such well-established American radio techniques as soap operas, round table discussions, quiz shows, variety shows, spot announcements and even singing commercials, the last given a political rather than a product connotation.

William Rafael, formerly a writer and producer of radio shows for Kate Smith, James Melton, Sammy Kaye and Bob Crosby and now program director of Radio Free Europe, reports that it was no easy task for him and the other American producers on his staff to convince the exiles who write RFE scripts that American methods would be effective in reaching their compatriots back home. Commercial radio is a rare phenomenon in the countries back of the Iron Curtain where stations were formerly either state owned or operated on a subscription basis and now are merely the mouthpieces of the Communist regime.

"We didn't want to railroad through our ideas," Mr. Rafael states. "We feel that Radio Free Europe belongs to the exiles. It's actually been called a 'home station in exile.' So we had to show our European friends."

Taking quiz shows as an example, he explains that a trial show was staged at Camp Valka, a center for Czech and Slovak refugees. "The exiles were most pessimistic and even prepared to be somewhat embarrassed for us. They were sure the show would flop. But to their surprise it got laughs."

That was the beginning and ever since there has been a weekly RFE quiz broadcast to Czechoslovakia. Refugees are the contestants. Prizes are items hard to come by in a proletariat society: nylons, metal kitchenware, hams, small electrical appliances. Questions are for fun, but fun at the expense of the Communist regime.

The same kind of fun, set to music, is provided by RFE staff composers and lyricists who frequently turn from martial or nostalgic resistance songs to ditties ridiculing the communists. Sometimes these are full length songs, such as the "Mig Polka," commemorating the escape of two Polish flyers in Mig planes. Sometimes they are satirical musical versions of the news, sung by the Czechoslovakian comedian Jara Kohout to his own guitar accompaniment. And sometimes they are 30-second jingles, repeated as station breaks throughout the day to drive home a point, in an RFE adaptation of American radio's commercial "saturation campaign" technique.

One of the most smarting jingle campaigns followed a speech by Rokossowski, Polish Minister of National Defense (ostensibly a Pole but regarded by Poles as a Russian), in which he referred to resolutions affecting the Polish army as "important to *your* country and also to the growth of *our* army." Seizing this slip, RFE immediately began pelting Poland with a barrage of rhymes like this:

"You are honest, Rokossowski,
Thanks for the cue.
It's *your* army
In *our* country;
Alas, too true."

Other, more serious, less lyrical RFE station breaks are of this sort:

"The main shortcoming in the diet of Czechoslovakian children is the deficiency of Vitamin C. Yet the communists are selling one kilogram of oranges for 14 koruny, even though they are buying them abroad for one koruna per kilogram." Or: "The will of the people, even where it is not allowed to express itself, can overthrow a regime. An unarmed, but united people is always—and still is today—a greater power than an occupation force and a police force."

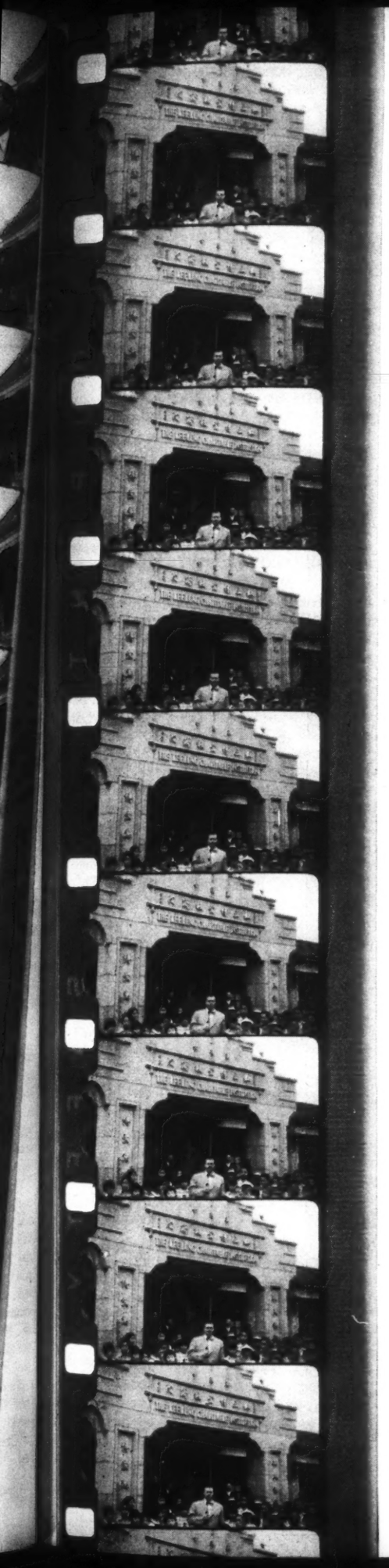
Soap operas also make effective propaganda weapons. *Within Four Walls* states the problems of daily life under communism in terms of a middle class family living in Warsaw. *Three Old Friends*, a program to Bulgaria, features satirical comments on current events by three Bulgarians, a patriot, a hard-core communist and an opportunist.

"Really, we're not much different from a commercial network," says Mr. Rafael. "We have a sponsor: the American people who support Radio Free Europe through their contributions to the Crusade for Freedom. We have a product: freedom, ours and theirs. We have competition: the communist regime which stops at nothing to keep their people from listening to Radio Free Europe. On Poland's Radio Warsaw they've even broken their policy of officially ignoring Christmas and now broadcast Christmas carols.

Like commercial radio, RFE has news every hour, with the difference that the midnight summary is broadcast at dictation speed so that Iron Curtain listeners may copy it down and pass it on to others.

While public opinion polls are not possible in Iron Curtain countries, refugees, letters and press and radio protests by the communists make it clear that American radio techniques are winning many listeners to Radio Free Europe. Perhaps the greatest tribute to the effectiveness of commercial radio formats is the fact that in several cases, programs introduced to Radio Free Europe have been copied by the communist regime radios. Mr. Rafael says: "this doesn't bother us so long as we continue to get letters like this one from Poland which says, 'Even music sounds better over Radio Free Europe.'"

TWO RADIO ACTRESSES from Poland broadcast a soap opera, *The Kubicz Family*, over Radio Free Europe facilities to their Polish homeland.



Good news travels far... fast!

Newsfilm, the only syndicated news service specially tailored for television, has more than doubled its list of subscribing stations in six months. Here's why...

Newsfilm is produced to famed CBS News standards, but is available to all stations regardless of affiliation. *Newsfilm* brings you news-in-depth reported by such newsmen as Howard K. Smith in London... David Schoenbrun in Paris... Griffing Bancroft in Washington and Robert Pierpoint in Tokyo, plus some 250 camera correspondents around the globe. *Newsfilm* gets to stations *fast* from four major processing centers, prepared and speeded by a staff of more than 100 full-time writers and editors, technicians and dispatchers. *Newsfilm* offers exclusive extras: custom-made opening and closing titles... special-order coverage... all footage classified for easy re-use... weekend news analysis... newsquiz... special maps and charts.

And the good news has gotten around that *Newsfilm* news programs are winning the biggest audiences in their time periods in such major markets as Philadelphia, Washington, Buffalo, Seattle and Portland. To find out how *Newsfilm* can boost the ratings of *your* news shows, contact...

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

RADIO IN 1955: GRASS ROOTS GIANT

IT'S THE TOP LOCAL MEDIUM—AND STILL GROWING

By Lawrence Christopher

RADIO is growing stronger in the grass roots of America, becoming more local, more intimately intertwined with the fibers of community life and economy than any other communication medium, including television.

That is the story told by radio station statistics at the FCC—figures which show that total station authorizations, new station applications and grants are continuing their upward surge.

That is the story told by new radio stations across the nation—those new outlets, many of them daytimers, that are reaching into the small towns and crossroads; those which have gone on the air in the past several years and succeeded in spite of the popular alarm about television.

That is the story told to B•T by some of these new stations, responding to a random inquiry throughout the country within the past few weeks. Just a touch of radio's pulse, but it shows a beat that is strong and growing stronger.

Few deny that network radio, especially at night, has suffered from television. And some still are reluctant to admit that radio stations in many areas, too, have been forced to tighten their operations and pump new life into their programming to meet the new competition.

Others, however, willingly admit that changes are taking place and acknowledge that television has been a blessing in disguise. Television, they point out, has forced them to re-discover radio's true vitality, strength and penetration—its sales effectiveness on Main Streets everywhere.

The magic word in radio today is "local." When mixed well with "news" and "sports" or "public service programs" and such other staple ingredients as "music," it produces a formula that is considered to make radio stations anywhere television-proof.

In fact, many station operators claim, when the ingredients are mixed in varying ways—so that "music" becomes "good music," or "show tunes," "pop," "middle-of-the-road," "rhythm and blues," "hillbilly" or "bop"—the formula will assure a station a "market" within a market, regardless of competition from tv or other radio stations.

Local news, emphasizing radio's flexibility and immediacy over all other media, appears to be radio's most potent ingredient in today's operating formula, according to reports to B•T. Stations are using tape, telephone "beeper" and live pickup via mobile units to spark their programming.

Total radio station authorizations, according to FCC, have increased from 2,300 in 1950 to more than 2,800 today and should hit nearly 2,850 by June 30, end of FCC's fiscal year 1955. On Aug. 7, 1945, when FCC lifted its World War II ban on new construction, there were but 961 radio stations authorized and some believed the saturation point would be reached with a couple hundred more.

Total radio stations on the air have jumped from 2,100-plus in 1950 to more than 2,700 today, FCC records show.

During the same period, new station applications and resulting grants by FCC have maintained a steady flow and show no signs of diminishing. The sharp dip in new station grants and applications shown for 1952, FCC explains, was due to the full attention of Commission staff and industry attorneys to processing new television bids at the end of the tv freeze.

Drop in Shutdowns

Commission records also show that during the past six years there has been a substantial drop in the member of operating stations which went out of business. Similarly, the return of unused construction permits for new outlets has fallen off

Radio station sale applications before FCC appear to be edging upward, revealing growing turnover of station ownerships. How much of this is because of mergers in seeking a new tv grant, disillusionment of newcomers who thought they could make a quick killing in a glamorous industry, or marginal operators who finally got caught in the squeeze, Commission spokesmen could not estimate.

On the business side, individual station operators report that local sales are the backbone of their gross revenue, which generally is exceeding earlier expectations. Operating expenses also have been rising, but many outlets are meeting this by hiring fewer but better qualified people or, in the case of multiple-owned stations, doing bookkeeping and administration from a central office.

Earlier this year, B•T estimated the combined radio station-network net sales for 1954 at $453,385,000, falling 5% short of the all-time 1953 high of $477,206,000 [B•T, Jan. 31]. It's significant that sales were off in every category except local business which added an estimated $1 million for a total of $250,565,000 for 1954, 0.4% over the previous year. Local sales accounted for 55.3% of the total net times sales in 1954, 52.2% in 1953.

WGSM

Perhaps one of the best tests of radio's survival power may be found right under the big television guns of New York City—former agency executive Edward J. Fitzgerald's WGSM Huntington, N. Y., an independent outlet operating on 740 kc with 1 kw daytime almost half-way out on Long Island. Music combined with local news and community interest programs is the successful WGSM format.

Putting WGSM on the air in 1951 with hopes for a revenue of $250,000 in the first five-year period, Mr. Fitzgerald told B•T that WGSM should reach the quarter-million mark nearly a year sooner than expected, amply proving his faith in radio.

Because of errors in the official soil conductivity figures for Long Island, WGSM started off in 1951 with a $20,000 directional array it soon found it didn't need and thus abandoned at a capital loss. An additional financial hurdle was $10,000 spent in a 10-month rezoning fight for its station site. Even so, Mr. Fitzgerald said, the station just stayed in the black "operation-wise" during 1952, had a 15% "operational profit on investment before taxes" in 1953 and 28% in 1954.

Mr. Fitzgerald, explaining why he re-entered radio station operation in 1951 even though "television was breathing down our necks," recalled he had been in radio since 1920 and had gone from station operation to national agencies as radio and account executive.

"In three agencies and especially at Dancer-Fitzgerald-Sample," he related, "my American Home Products' multi-million account was always paying a higher percentage of advertising dollars to get a nationwide sales average in the New York metropolitan market.

"I thought this was caused by the diminishing effectiveness of New York City television, radio and newspapers as distance from the center increased. New York City media must be primarily interested in the five boroughs to stay in business. The people in the suburbs, their wants, their interests are almost totally different than the 'in-city' renters.

"For that reason, I believed that a radio station of regional character aimed at the rich perimeter counties—Nassau, Suffolk, Westchester and Fairfield, Conn. (located 40 to 125 miles from Times Square)—would act as a 'supplementary' medium to the better income group. As to future television

development, it would lie in the fringe areas of television effectiveness."

Mr. Fitzgerald related that many large national advertisers were adding to their "powerhouse (center of the market) radio advertising" with smaller stations and newspapers primarily in the Negro and foreign language field. "It was my belief that a high percentage of this type of supplemental advertising was incorrectly aimed at bare subsistence level prospects," he said, "and that national advertisers should be interested in the total area coverage which is considered middle and upper middle income groups."

In further defense of his decision to enter the "suburban" market, Mr. Fitzgerald said "the one other basic factor was that the area to be served (then about 2 million and now 3.5 million pop.) was composed of 85% of single family home owners as opposed to the high percentage of apartment renters in the five boroughs of New York City.

"Here was a market where people bought roofs, refrigerators, washing machines, outdoor living equipment, lumber, boats, fishing tackle, garden supplies as well as the staples and conveniences," he recited. "Most of these items are not bought by renters. Automobiles, too, because these four counties have passenger car registration equal to the total of the five boroughs of New York, making this an interesting, fertile market for cars, tires, batteries and supplies."

Clinching factor, Mr. Fitzgerald indicated, was that there was no other advertising medium "inclusive enough to cover the total market adjacent to, but different from, America's No. 1 market of New York."

WGSM operates with a staff of 14, including four in sales, Mr. Fitzgerald said, with operating expenses about 15% higher than originally estimated.

National advertising has been "slower" than anticipated, Mr. Fitzgerald noted, although in the second full year of operation national agency sales represented about 8% of total business and in the third year about 13%. "We believe our potential is much higher," he said, "but it requires a great deal of missionary work."

WGSM's programming formula is use of disc jockeys with "popular but not blatant music, not over-arranged and with understandable lyrics," Mr. Fitzgerald said, "plus local Long Island news five minutes every hour of the day with two 15-minute roundups, plus community interest programs such as garden shows, fishing forecaster and small-town growth problems."

WLBN

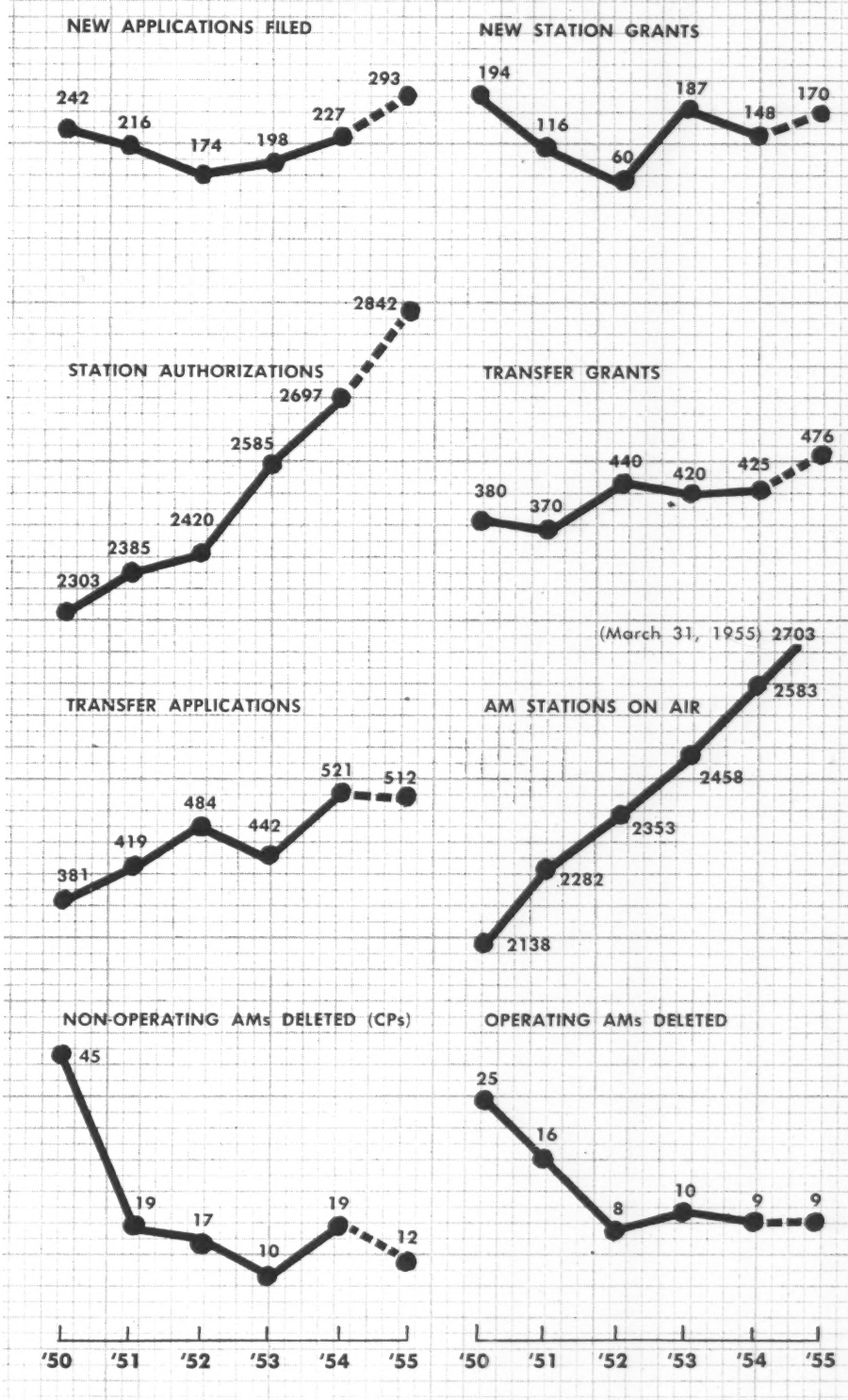
New radio stations are finding "green" pastures in the Bluegrass State, too, according to experiences related by C. H. Hulse, co-owner and chief engineer of WLBN Lebanon, Ky., 1 kw daytime independent on 1590 kc.

"We feel radio is here to stay," Mr. Hulse reported. "We borrowed $35,000 in 1953 to open a new station [WLBN]. We began operation in November of '53 and were in the black two weeks later. Of course, we were operating with a total of four people, but we were getting the job done and we were sounding good on the air."

Mr. Hulse reported that he and partner Charles Shuffett are building another 1 kw

THE WAY IS UP IN RADIO

In charts below, years are FCC fiscal years (July 1-June 30). Solid lines show actual curves. Dotted lines are FCC projections through end of fiscal 1955.



daytimer in Harrodsburg, Ky., "and we have every faith in its successful operation." Both are single-station markets.

"In each we will use one girl to do copy and traffic, one to do bookkeeping, type logs and schedule spots and file records," he explained. "We use a hillbilly artist to do all folk music shows with our announcer doing the commercials. We use three fulltime announcers and most of the other people do at least one show."

As for profit, Mr. Hulse estimated "we will do about $22,000 for this fiscal year on a partnership basis. It isn't a true figure as I am doing all the engineering and average about 70 hours a week. My partner works a full announce shift then sells and services at least three hours a day. We each take a day off once every two weeks if things are running smoothly."

WLBN construction costs ran about $37,000 total, including land, equipment, new 40 x 42-ft. building, air conditioning, telephone construction costs, etc., Mr. Hulse said. Station is about two miles from town.

The new Harrodsburg outlet, with remote control transmitter, will run about $25,000 to build, he estimated, but "again this may not be a true figure as we do our own construction." In Harrodsburg WLBN rents a 600-seat theatre for live shows and will have studios on each side of the stage.

"We feel that most stations in small markets hurt themselves by saving money on the three most important things: announcing, records and local news," Mr. Hulse said. "We buy all major releases and most of the minor ones. We do the three local newscasts a day. We keep good announcers. Our reward came when a very nice old lady stopped us on the street and said: 'Your station sounds so good, I even enjoy the commercials'."

Mr. Hulse explained WLBN tries to give the people "as much of one type of music in a block as we can. We open with two hours of country music, from 7-11 a.m. we go pop, from 11 a.m.-1 p.m. we use a variety of stuff. At 1 we go back to country music until 3 p.m. when we switch to pop for the rest of the day. News and talk features are spaced throughout the day."

To pull back to WLBN listeners who may have "strayed from the fold during the day," Mr. Hulse said local news is scheduled for 8 a.m., 12 noon and 4 p.m. "Television was giving us some late afternoon competition," he said, "so we added the 4 p.m. news. We use four minutes each of local, world, Kentucky, sports and weather. We use at least four and usually five announcers on this show and it really moves."

KWBB

Out in the Midwest, block programming of music, news and sports—with emphasis on local spot news via five radio-equipped staff cars—is the formula found effective by independent KWBB Wichita, Kan. KWBB took the air in 1951 in a market long held by four network-affiliated stations. There also are two tv outlets operating there and an initial decision pending for a third.

KWBB is assigned 1 kw on 1410 kc, directional day and night.

Vice President-General Manager J. Milton Hall, who had radio management experience on the West Coast in competition with tv prior to joining KWBB, told B•T he learned the two media are "entirely different" and each would "maintain its place in the various planes of public service." His opinion is that "properly managed, aggressive radio stations" will continue to thrive "listenerwise and economically."

Mr. Hall said "our faith in radio has proved right and there is no indication that it is about to change." Although radio has suffered on the revenue side from loss of national advertising income, he pointed out that "local and regional advertisers have had their tv fling and are returning to radio at a rapid rate, which we believe will more than offset the national loss in the next 12 months."

KWBB's profit was lower in 1954 than in 1953, Mr. Hall said, as "we spent more in our operation during 1954 trying to stay aggressive and progressive. We noted the slight business recession during 1954 caused us to spend more to get business. We have no reason for unhappiness with respect to profits."

Good disc jockeys are considered by Mr. Hall as factors in KWBB's music success, while in news, "we maintain a highly competent two-man news staff and a completely equipped news bureau."

He explained that five staff cars are equipped with commercial vhf-fm mobile transmitters, "permitting us to cover our home county with direct on-the-spot news reporting." KWBB maintains 24-hour teletype service with the Wichita U. S. Weather Bureau and a program line for three five-minute reports daily by bureau personnel.

Functional news desk, planned by News Director Jim Setters and Chief Engineer Gene Williams, contains radio receivers tuned to the city police, sheriff highway patrol and KWBB's mobile news cars.

"Regarding sports," Mr. Hall related, "we cover all three local sports, baseball, basketball and football, always providing the listener with the best sports play-by-play man."

KWBB operates 18½ hours daily with 18 fulltime and 2 parttime employes. Studios, office and transmitter are under one roof.

"We have a good hardworking gang," Mr. Hall explained, "not a bunch of clock watchers. Everyone's ambition is to be top man on the totem pole. The net result is complete harmony and success for everyone and the gross result is that everyone receives higher than average income."

Mr. Hall finds local sales "are comparatively easy because of word-of-mouth success stories related from one merchant to the other."

On the national scene, he said, KWBB has been "hard to see" because of several prime reasons: (1) Comparatively new, only four years old. (2) The national survey by a major survey firm made when KWBB had been on the air only four months. This survey ended up in the files of almost every agency and obviously projected KWBB's penetration as nil. This survey is still being regarded with practically the same respect as it was three years ago. (3) Competing with higher power stations claiming considerably higher coverage. (4) Unsatisfactory national sales representation. KWBB now has no national representative.

WMOK

"We figure that radio can do more things better and is certainly here to stay," James H. Firmin, manager of WMOK Metropolis, Ill., told B•T in response to an inquiry why his firm plunged into radio in 1951 when some were predicting a severe slump for the aural medium. An independent operation, WMOK is assigned 1 kw daytime on 920 kc.

Although not in a primary tv area, the nearest station being some 50 air miles distant, Mr. Firmin said "several tv stations have good fringe coverage in our market."

He said "until the first two months of this year we have not had a drop in business since we began operations four years ago—each month in fact saw a decided healthy increase. The drop has been caused by a decided drop in business generally in the area, but we are already on the way back.

"Our gross income has consistently exceeded our expectations and the profits fall in line. Not being blessed with a surplus of national business, we started pounding the local main streets and have not stopped. We program for local and regional listeners, stressing local and regional news, local live talent, live and recorded sports events and about a 50-50 split in pop and hillbilly disc jockey shows.

"We have a lot of commercial religious programming under certain station restrictions, a top-flight woman announcer and a very commercial Negro d.j. show."

Part of WMOK's success, according to Mr. Firmin, lies in the fact "we sell radio first and WMOK second, basing our sales approach on repeated personal contact with all accounts. We promote ourselves and our market, e.g., we established successful city-wide bargain days, complete with entertainment and prizes, that have done well for all concerned."

WMOK operates with a staff of 12, including three fulltime and one parttime announcer, one fulltime engineer-announcer and one parttime engineer, a bookkeeper, a traffic director and a receptionist-copywriter. Programming is done chiefly from transmitter site studios with offices and an auxiliary studio in town.

WILY

Many a radio station has faced the unique challenge of starting fresh in a market already served by radio and tv during the past six years, but a station operator faces the same challenge when he takes an old station, changes its name and audience, and tries to start fresh under the new identity.

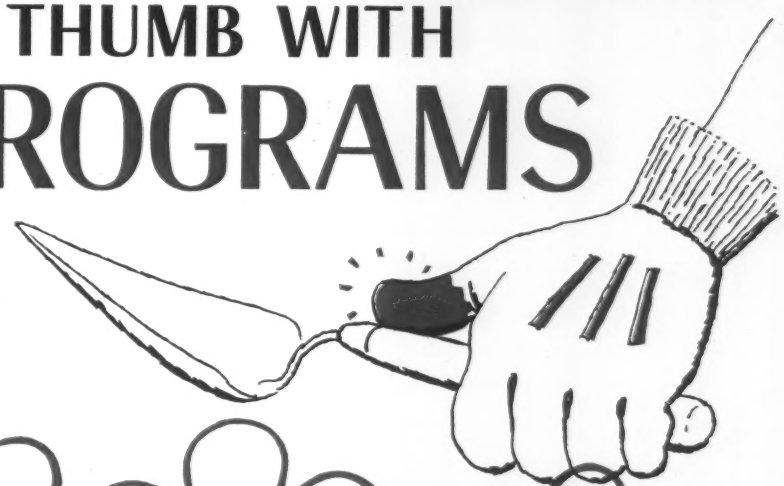
One that has been successful is WILY Pittsburgh, operating daytime on 1080 kc with 1 kw. Now a "prestige rhythm and blues station," it is aimed at the city's 175,000 Negro market. Founded in 1947 as WPGH and changing ownership three times, the station was purchased in mid-1954 by John Kluge and completely revamped as WILY.

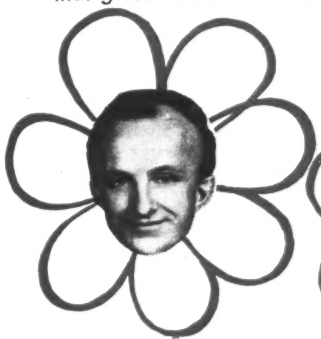
According to Ernie Tannen, associated with Mr. Kluge for seven years at WGAY Silver Spring, Md., and now WILY manager, the Pittsburgh station had been running in the red about $3,000 a month but under the restyled format "was put in the black

One reason why WFBR is FIRST IN BALTIMORE

OUR GREEN THUMB WITH LOCAL PROGRAMS

. . . produces flourishing personality shows carrying hard-selling minute announcements . . . with audience-appeal that gives them a commanding lead.





Walt Teas

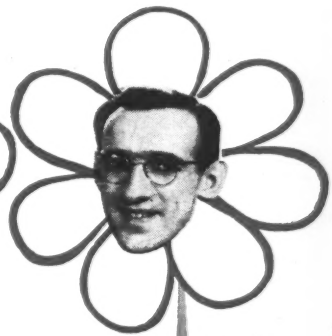
MORNING IN MARYLAND CLUB 1300

Two WFBR-produced programs that "steal the show" from all local competition in the "Get Up" and "live" show categories.

Helen Brooks

"EVERY WOMAN'S HOUR"

Delivers 33-1/3% more audience than its nearest competitor in the "women's interest" field.



Lou Corbin

MATINEE IN MARYLAND

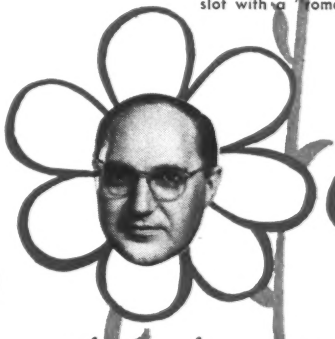
Takes the lead over all other local programming in the 2-3 p.m. time slot with a "romance" motif.

Ralph Phillips

MELODY BALLROOM

Yields Baltimore's largest radio audience—nearly twice that of soap opera competition in the important 3-6:30 p.m. time segment.

Howard Streeter



John Steele

Bill Lefevre

WFBR newscasters who have built up 45% more audience for their locally-produced newscasts than all competitive local newscasts. Among their happy sponsors are Esso, Tender Leaf Tea, Sta-Nu, Davidson Transfer, Loyola Federal Savings & Loan Ass'n, Atlantic Federal Savings & Loan Ass'n and Griebel Motors.

Ask any John Blair man about

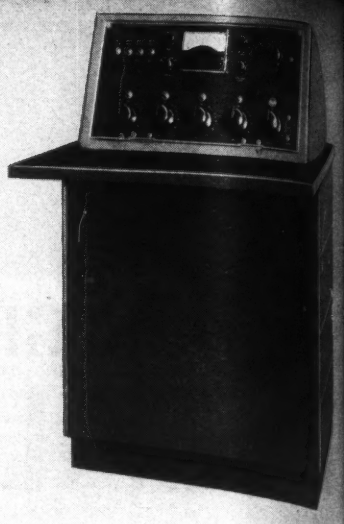
WFBR

5000 WATTS IN BALTIMORE

*SOURCE: Pulse Metropolitan Area Report & Out-of-Home Report, January-February, 1955

NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 33⅓, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire drive mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



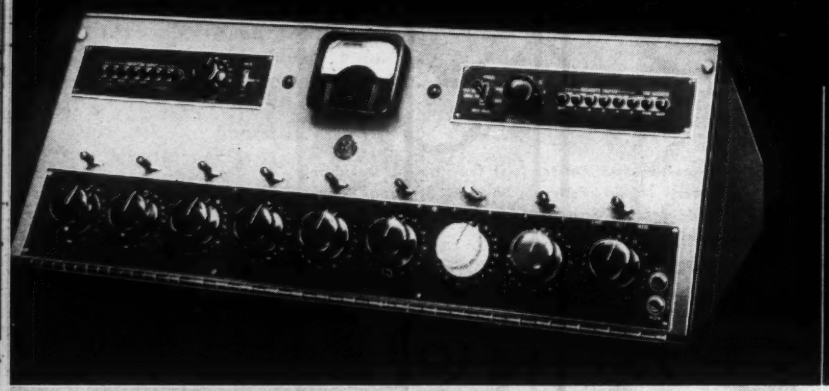
BC-4A AUDIO CONTROL. This new unit provides adequate control and switching for studio, control booth, two turntables, network, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio auxiliary control for TV stations.

Everything in Audio

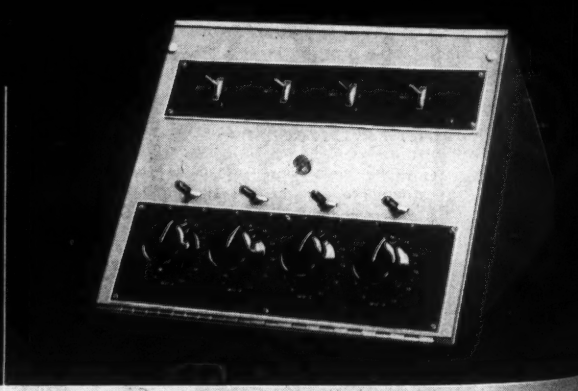
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station *requirements*—competitively. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

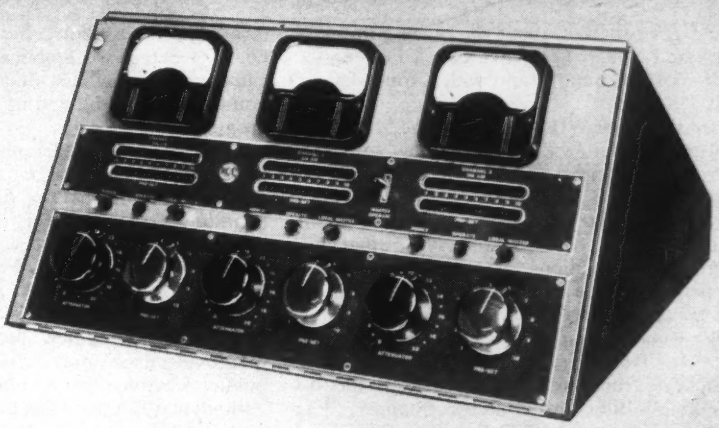


BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 10 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.

...12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). ...e as RT-11B and includes all the design features ...the rack-mounted unit—but is ideal for use near ... RCA Consolette or turntables in control rooms or ...dios where rack space is not available.

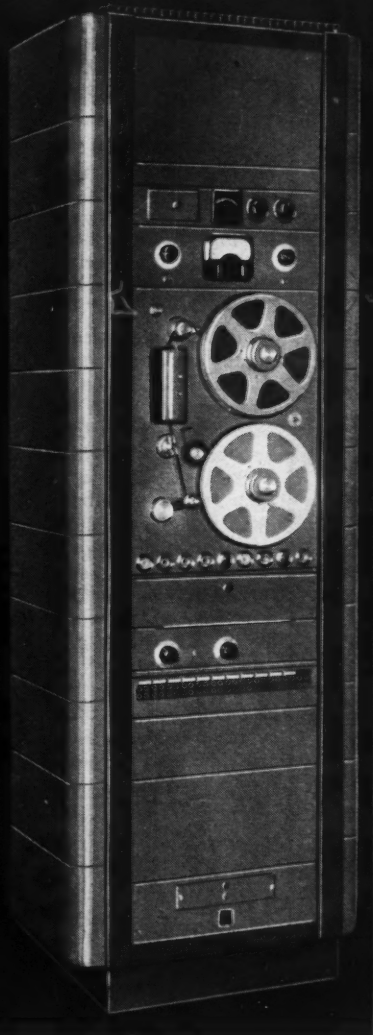


BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

...for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

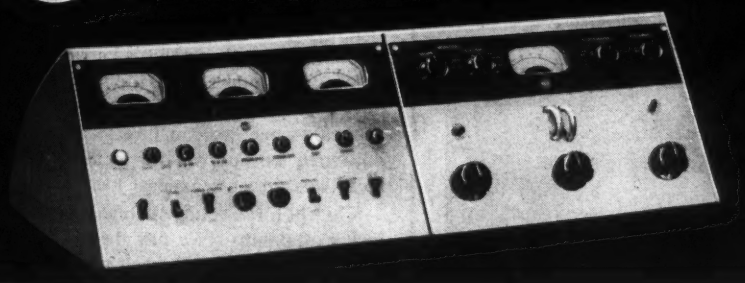
ITEM	NUMBER
BC-4A Audio Control	B-1112
BC-2B Studio Consolette	B-1100
BCM-1A Auxiliary Mixer Console	B-1108
BCS-11A Master Switching Consolette	B-1116
BQ-1A Turntable	B-1616
BQ-70F Deluxe, 3-speed Turntable	B-1600
RT-11B Professional Tape Recorder for Rack Mounting	B-1700
RT-12B Professional Tape Recorder (Console Type)	B-1700
BTC-1B Transmitter Control Console	2J 8256



PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION *CAMDEN, N.J.*



BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

and got for itself about the highest Pulse of its kind (Negro) in America, all in a matter of six short months and with a total staff of 10."

Aside from WILY and WGAY, Mr. Kluge also operates KXLW St. Louis, WKDA Nashville, Tenn., and WTRX Wheeling, W. Va. (Bellaire, Ohio).

Mr. Tannen recalled that before he went to Pittsburgh, he made a study of other Negro market stations. "Some were 'shlock' operations," he contended, "triple-spotting, little community service, nondescript talent. We would try a different approach."

Mr. Tannen related hiring two top disc jockeys from Nashville, "sincere, smooth-talking" Bill Powell and a "comic," Lee Dorris, known as "3-D Lee D." The latter had been written up in *Time* for his "jive-talk political announcement which helped to landslide a Nashville politico into office."

Mr. Tannen said that "together, we set up our programming. Two hours of spirituals, one at 8 a.m., the other at 2 p.m. Rhythm and blues to fill out the remainder of the day. That's the basic formula. To it, we added the community integration factors. Six times daily, the WILY bulletin board, wherein we broadcast free spots for clubs, campaigns, etc., and solicit these announcements at the end of each 3-5 minute program."

Twice daily a public service community leader interview show is aired, plus daily women's *Homemaker's Exchange* and a noontime newscast direct from the city desk of the Negro *Pittsburgh Courier*.

"When we took over WPGH," Mr. Tannen said, "we took over a technical facility. On Aug. 19, 1954, we moved in a new staff, new programming, new ideas, a sincere wish to provide a community service, and some public relations and publicity know-how." Although WILY got wide publicity then, formal opening was delayed until Sept. 24 when Mayor David L. Lawrence proclaimed "WILY Day" and invitations were sent to all top civic and business leaders to attend the open house.

WILY stands for Wylie Ave., "the biggest street in Pittsburgh's Negro district," Mr. Tannen explained.

In three months sales jumped 400%, Mr. Tannen said, and in six months WILY received nearly 25,000 pieces of mail, "without mail-pull gimmicks."

"We believe in radio, we recognize its new dimensions, we think we understand what it takes to make radio the vital, dynamic medium for entertainment and service it can and should be," Mr. Tannen concluded.

KSUM

Although affiliated with Mutual, KSUM Fairmont, Minn., reported its primary format is local programming, "with great emphasis placed on local news, local sports and being certain to broadcast a variety of music which is acceptable to our listeners."

Operating on 1370 kc with 1 kw, directionals day and night, KSUM has subsidiary studios in St. James, Minn., and employs a fulltime staff of 16.

Frank Endersbe, KSUM manager, related that gross income is running 11% above the same period last year and both gross income and net profit have been going up steadily since KSUM took the air six years ago. Although the station's construction cost was "much higher than anticipated," he said, operating expenses "are about as estimated."

KSUM is strong on local promotion and use of specific case history success stories among advertisers, Mr. Endersbe indicated. The local program touch includes "theatre" studios at fairs and other events where sponsor displays and tie-in may be effected.

"We went into radio," Mr. Endersbe recalled, "because we believed that radio could do certain things best. Radio can best do a comprehensive job of keeping the public well informed through local news and the broadcasting of local sports events. We felt that way then, we are even more convinced now. Profit-wise we are very satisfied. Our profits are a little higher than is signified by the NARTB national survey results."

KMAN

Key to successful operation today and in the future is local service, local news and good music, according to Lowell E. Jack, general manager of KMAN Manhattan, Kan., 500 w daytimer on 1350 kc founded in 1950 and headed by Fred A. Seaton, presently serving as special assistant to President Eisenhower.

"Right down the line we offer something local every time we possibly can. The listener can't get the down-to-earth local news anywhere except on local radio," Mr. Jack said. "We have local known and unknown people on the air for interviews; we broadcast local voices using the telephone 'beeper' system; our news emphasis carries the local touch; we support local fund drives instead of national fund drives; our income is largely local; when we can hire local people we do; when we buy we buy locally. We tape record or direct broadcast local events."

KMAN hires "only qualified people," Mr. Jack explained. "We pay them well for the work they do and as a result we operate with six fulltime and three parttime employes."

Mr. Jack and one salesman handle advertising, with the other staff members, including a fulltime chief engineer, filling announc-

HILLBILLY RADIO DRAWS THE CROWD

By Ron Harold
WARL

THE Washington, D. C. area, with its many transient government and armed services personnel has become one of the largest hillbilly music markets. As an ardent and successful hillbilly radio station in this area (a 75% country and western music schedule daily), WARL Arlington, Va., feels just a bit proud of its part in the growth in popularity of "pickin' and singin'."

The entertainment committee of the ninth annual Home Show and Do-It-Yourself-Exposition, held Feb. 19-27, at the mammoth D. C. National Guard Armory, gave us the nicest compliment in our eight-year history when it asked WARL to arrange the talent for this year's show . . . hillbilly talent exclusively! And arrange we did: Eddy Arnold, the country's number one country and western singer who has sold 30 million records for RCA Victor in 10 years; the Midwestern Hayride Dancers, foremost exponents of the art of clog dancing, and our own house band, Jimmy Dean and His Texas Wildcats. WARL disc jockey Connie B. Gay emceed the three-a-day shows.

In nine days, the Home Show drew 101,000, an all-time high attendance record! The Home Show committee gives *hillbilly music,* used exclusively for the first time this year, full credit for bringing in more people than ever before.

But WARL's coverage of the Home Show didn't end with arranging the talent. Before and during the Show, we ran approximately 300 promotional spots. We featured daily five-minute interviews with leading exhibitors and show officials. On the final day of the Show, we presented a young service couple stationed at Fort Myer, Va.—Pfc. Wanda Marie Wasson and Cpl. Claude Jones—with a complete wedding ceremony on stage at the Armory. The ceremony was broadcast.

By far the most important WARL coverage of the Home Show . . . and the most enjoyable . . . was our daily noon-to-5 p.m. broadcasts from a giant 52-foot long Colie-Kropf Mobile Home (the world's longest trailer) inside the Armory. In the luxury of the trailer, Connie B. Gay originated his noon-3 p.m. *Town and Country Time* and Phil Long broadcast his 3-5 p.m. *Salute to the Hillbilly Stars.* Guests from among show visitors, exhibitors and entertainers were frequent. When Home Show week was over, the djs hated to leave the comfort of their remote studio for the four drab walls of the station.

WARL'S MOBILE STUDIO AT THE HOME SHOW

AGENCY MEN!

TIME BUYERS!

CLIENTS!

EVEN UNIVAC CAN MAKE MISTAKES—

NIELSEN'S DECEMBER SURVEY HAS BEEN CORRECTED, SHOWING A GRAVE ERROR AND INJUSTICE DONE TO SOUTHERN CALIFORNIA'S **TRUE** LEADING INDEPENDENT STATION

KLAC

THE **FACT** IS THAT KLAC **LEADS ALL** INDEPENDENT STATIONS AND TWO NETWORK STATIONS IN **EVERY** TIME SEGMENT THROUGHOUT TOTAL STATION AUDIENCE DAY AS LISTED BELOW:

TOTAL DAY	—	**6 a.m. - 12 midnight**
DAYTIME	—	**6 a.m. - 6 p.m.**
MORNING	—	**6 a.m. - 12 noon**
AFTERNOON	—	**12 noon - 6 p.m.**
NIGHT	—	**6 p.m. - 12 midnight**

Year after year Hooper surveys proved KLAC to be the Number One Independent Station. Nielsen December survey (now corrected) *proves the same to be true.*

AGAIN AND AGAIN IN SURVEY AFTER SURVEY, KLAC IS THE UNDISPUTED LEADER IN SOUTHERN CALIFORNIA

M. W. HALL, Pres. & Gen. Mgr. FELIX ADAMS, Gen. Sales Mgr. ADAM YOUNG, Natl. Rep.

ing, copy, news and bookkeeping jobs. The transmitter is operated by remote control. Another successful Seaton station is KHAS Hastings, Neb., founded in 1954 and operating on 1230 kc with 250 w fulltime.

WPGC

In the shadow of Washington, D. C., and the Capital area's 15 radio, 12 fm and 4 tv stations, WPGC Morningside, Md., after a full year of operation, has found that a new local daytimer can start with a small investment and succeed in spite of the heavy competition.

Built for $8,000 with another $5,000 to cover early operating expenses, WPGC feels sure that careful attention to finances, hard-hitting selling of the station to advertisers and strong local programming will assure the steady growth of any station in a similar economic situation, according to founder Harry Hayman. WPGC is assigned 1 kw daytime on 1580 kc and has opened an auxiliary studio in Hyattsville, Md., Washington suburb.

WPGC claims advertiser success stories from the start and promotes them. Three months after it began, the station contracted with a new drugstore about to open in a local community. The store used the station only to invite listeners to bring their telephone directories to the store to be stamped with the phone number of the new establishment and receive a free soda or sundae. Some 500 directories were brought to the drugstore within a few days, Mr. Hayman recalled.

Mr. Hayman and Mr. Evans Richmond, whom the founder took in as equal partner after WPGC took the air, attribute the station's growth to popular programming of music, news and special features, plus the will to go out and sell advertisers and the community on the idea that WPGC is a community operation. Programming is heavy on music and local news with a strong effort to de-emphasize "chatter" as such. The station runs about 25% hillbilly music, 10% show tunes, 5% news (AP and local) and the remainder in popular tunes and public service.

New residents are welcomed on WPGC newscasts and notified of the event by promotion mailing. Other features include live remotes of church services, a weekly homemaker show by a number of the U. of Maryland extension service, daily five-minute fire reports by a fireman and a weekly quarter-hour report by county police officials.

WPGC functions with two fulltime announcers, two parttime announcers and two salesmen. Mr. Hayman, who also is transmitter engineer, does some selling. Mrs. Hayman handles clerical duties.

KLIR

At Denver, a market with 10 commercial radio stations and four tv outlets, KLIR learned it could survive and thrive with television, according to owner George Basil Anderson. Established in 1953, KLIR is assigned 1 kw daytime on 990 kc. Mr. Anderson also operates daytimers KJRG Newton, Kan., also founded in 1953, and KJSK Columbus, Neb., established in 1948.

"I have always felt from the first that tv could never hurt our radio operation if we operated for our listeners," Mr. Anderson said. "We are making more in profits than we expected, or ever dreamed possible. When tv first hit our area, we trimmed our expenses and braced for what we thought would be a death struggle. Thanks to television, we have learned to operate with a smaller staff and with men who are capable of more than one job. We pay high wages for fewer men, thus cutting our operating expenses."

Mr. Anderson related that "construction costs and operating expenses have panned out even better than we estimated in our original application. The revenue has exceeded our estimate and our profit, as a result, is much higher. All of my stations have started making money the very day we started operation.

"We are operating one of our daytimers with a staff of four. The bookkeeping is done in our one office and thus expenses are cut again. One salesman at each station on a commission basis is doing the job. He can fill as announcer on all three stations if needed."

WIRY

"Radio will never die, nor ever fade away," is the firm belief and experience of Joel H. Scheier, president-general manager of WIRY Plattsburg, N. Y. Although principals in WIRY are also identified in ownership of the new ch. 5 WIRI (TV) there, Mr. Scheier indicated the tv venture has not dimmed their confidence in the future of the aural medium. "The only change there has been for improvement," he said.

Established in early 1950, WIRY is a Mutual affiliate and operates fulltime on 1340 kc with 250 w. It is the newest of two radio stations in the market.

"We can truthfully say that our faith in radio has proven correct," Mr. Scheier said. "Our profits, sales and all other factors are on the credit side of the ledger. We feature local programming of news and music that our local listeners like, and we do a tremendous amount of public service and wish we could do more."

With a staff of 12, including combination announcers-operators, WIRY is under one roof "with very modern facilities," he explained. Sales have been "far above expectations, but expenses proved to be higher, too, so profits percentagewise were about as expected," he said. Initial construction costs were close to the original estimate.

KLIC

KLIC Monroe, La., 250 w fulltime Mutual affiliate on 1230 kc, is the smallest and newest of three radio stations in that market, which now also includes four-network ch. 8 KNOE-TV. But President-Manager Dr. Frank P. Cerniglia reported "KLIC is doing as much business as ever." It was established in 1950.

He said he believes "the trouble with so many stations lies in the fact that they sell radio down the river. Give me radio. Radio and only radio still does the best selling job, dollar for dollar spent on advertising."

WTTR

Even a small staff can effectively beat the bushes for new radio business, according to Russell H. Morgan, vice president and general manager of WTTR Westminster, Md., new 1 kw daytimer on 1470 kc established in mid-1953. With a total staff of seven, including the manager, WTTR enjoyed a "small profit the first year" that "will be doubled the second year," Mr. Morgan said. Gross income has been higher than originally expected, he indicated.

Owned by more than 20 local businessmen, WTTR saved on construction because Mr. Morgan is an engineer. He and two others sell station accounts while three full-time and one parttime combination announcer-operators handle programming. One of these is program director and another chief engineer.

Although within the coverage of both Washington and Baltimore radio and tv stations, Westminster was considered a potentially successful radio market because it is the county seat of Carroll County, described as a $40 million retail sales market. "We thought one station could make it and we were right," Mr. Morgan said.

WRRR

"The hunger of the public for news seems never satisfied, but television can no more compete with radio in either speed or frequency than can a daily newspaper," according to L. O. Fitzgibbons, vice president and general manager of WRRR Rockford, Ill., new 1 kw daytimer on 1330 kc directional. Mr. Fitzgibbons, identified with a new group purchasing control of WRRR subject to FCC approval [B•T, March 7], expressed confidence the station's initial operating losses can be recovered.

"By and large television adds little to music," he pointed out, explaining "we can repeat the same number time and time again for the ear, but once you've seen as well as heard a particular rendition of music there is little desire to see a repeat performance."

Mr. Fitzgibbons felt the novelty of television "is pretty well replaced by the commonplace after 15 months of local service. We know for a fact that buyers now look at it realistically rather than with the starry eyes with which they first regarded it. Three factors have played prominent parts in this change: (1) cost, (2) loss of an increasing amount of prime time availability to the networks and (3) the painful discovery that television is not a cure-all."

The WRRR official said "it is our belief that radio's speed, coupled with radio's universality, will make for it a unique place which—when coupled with imaginative programming—will always command a sufficiently large audience to provide an important medium of advertising regardless of other media."

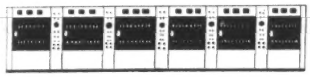
KLEM

Neither television nor network radio can compete with the local radio station and its community service, according to Bob McKune, manager of KLEM Le Mars, Iowa, 1 kw daytimer on 1410 kc established in

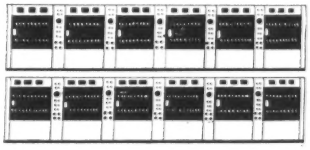
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

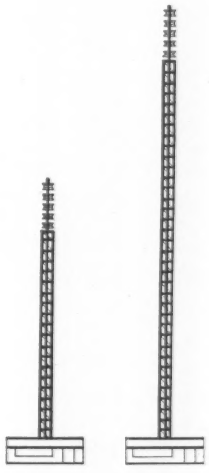
OVER TWICE THE POWER



WAS 110,000 WATTS



NOW 240,000 WATTS

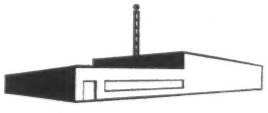


50% MORE TOWER

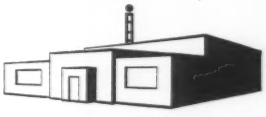
WAS 583 FEET

NOW 825 FEET

TWICE



THE STUDIO FACILITIES



COMPLETE Studios and Offices in GREEN BAY and MARINETTE

NBC AFFILIATE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by
VENARD, RINTOUL & McCONNELL

1954. He predicts the local radio station will win the struggle for survival because it can do more things better and cheaper.

Citing the great growth of new radio stations in smaller markets since 1946, Mr. McKune pointed out that these new outlets were cutting into the audiences of the big, powerful network outlets long before serious competition from television.

"Television is an entertainment medium," he said. "I do not believe it is as informative, or can afford to be as informative as radio. And just like its predecessor, the large radio station, televisi n cannot compete with local news dissemination, local public service and local population participation programs on radio.

"Radio can afford to program a half-hour of music which will get a certain percentage of listeners, but what can television with its tremendous costs do? Something which there is a heavy tendency to do already. Cut the costs of any program which is opposite a top talent show to the point where the program simply becomes a filler."

Since network radio "is very apparently taking quite a beating at nighttime," it is turning to low-cost daytime shows "which reach more homes at less cost, disc jockey and news being the big factors," Mr. McKune observed. "And network radio cannot compete with local or area radio on that basis," he argued.

As for news, he asked, "Can network news compare with the detailed news we present from five small hospitals in our area? Does the newscast which originated at the scene of a great New York explosion compete with our remote of a pep rally or basketball game?"

Concerning music, Mr. McKune said "we can program just the same records the network man plays. And more of them. And just for good measure, we'll throw in a beeper telephone report of the fire in the grain elevator of a small town just seven miles from here."

Contending the government, industry and advertisers spend "literally millions on surveys of some sort or another each year," the KLEM manager felt it would be worth "a punitive two or three thousand dollars to send just one man, or two, to the small local or area stations of the land to find out whether it might not be possible to buy the same size, yet more responsive audience on smaller stations that advertisers buy on the networks."

WHVF

WHVF Wausau, Wis., founded in 1953 after years of litigation, has found that an "informal and friendly" attitude on the air "is paying off," according to H. V. Foreen, president and chief engineer. "We have a telephone request program at 9 p.m. where the high school kids themselves admit over the air that it takes them away from their tv sets," he said.

Although the new local station on 1230 kc with 250 w fulltime "lost money until recently," Mr. Foreen said, "we've made steady progress and should be all right now."

THE NEW LOOK AROUND RADIO-TV

IT SHOWS UP IN ABC'S NEW CONFERENCE ROOM

LATE LAST YEAR, ABC decided to re-do its executive conference room on the mezzanine of its 7 West 66th St. New York headquarters. The old conference room had been adequate in size and essential furnishings and equipment, but short on the finer points of convenience, comfort, and technical facilities. To do the job, ABC hired Carson & Lundin, New York architects, and John Lowry Inc., also of New York, contractor. They went to work last December. Completed earlier this month, the results are shown below.

OVER A YEAR AGO construction began on a new radio-television center for WBT-WBTV (TV) Charlotte, N. C. It now has been completed. Those results are shown on page 50.

SWEEP of the re-styled room is shown in this photo, with walnut conference table at left, viewing and listening area beyond. Room is sound-proofed as well as completely air-conditioned.

THE AUDIO-VIDEO control center is in this custom-built cabinet. Operating it are Harold L. Morgan Jr. (l), vice president and comptroller, and Frank Marx, vice president in charge of engineering and general services.

CONFERRING (l to r): Charles T. Ayres, vice president for the radio network; George T. Shupert, president of ABC Film Syndication; Mr. Morgan and Mr. Marx. Wall at the far end of the conference room is of Philippine teakwood; others have cork paneling with walnut strips.

AND WBT-WBTV (TV)'S NEW BUILDING (PAGE 50)

ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO

The TRIO offers advertisers at one low cost:

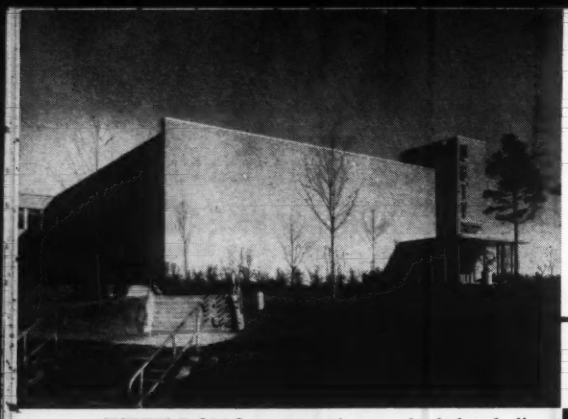
- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO



RADIO-TV LUXURY IN NORTH CAROLINA

WEEK-LONG ceremonies marked the dedication of the new $1,250,000 home of WBT and WBTV (TV) Charlotte, starting April 11. WBT observed its 33d anniversary at the same time.

The plant is located on a six-acre semi-suburban site overlooking the center of the city. Taking part in the dedication and simulcast Wednesday night were tv, radio and movie stars with Warren Hull as m.c. Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., operating the stations, directed the actual dedication. The program included a recital and concert by Mimi Benzell, Metropolitan Opera singer, and Charlotte Symphony Orchestra.

Speakers Wednesday included Dr. Frank Stanton, CBS Inc. president; Sol Taishoff, editor and publisher of B•T; Gov. Luther Hodges of North Carolina, and Mayor Philip Van Every of Charlotte.

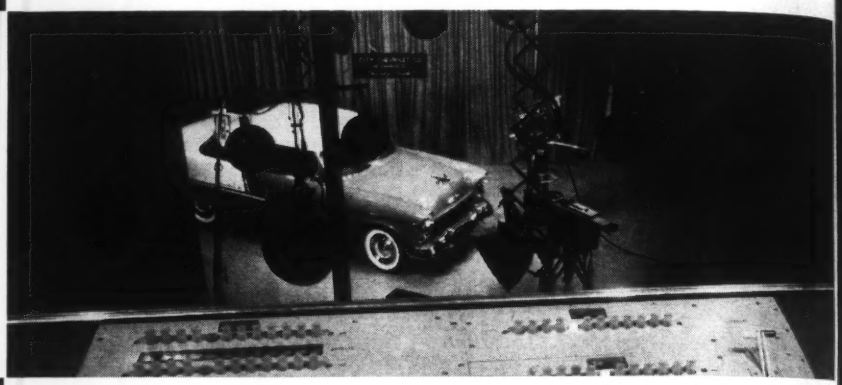
The 51,000 sq. ft. building, specially designed for color telecasting, is centered around an "operational block." It includes three radio studios, two tv studios, employes dining room and office facilities.

Each tv studio has its own control room and clients booth, the latter having "dust glass," allowing viewers to look directly into studio lights. Studio floors are made of hanging concrete slabs. The studios have hanging walls.

A large hand-hooked rug in the reception lobby is shaped like the State of North Carolina. The building has 127 rooms.

WBT is the third oldest licensed commercial radio station in the nation, with WBTV the first Carolina tv station. It was started by Jefferson Standard Broadcasting Co., which also owns WBTW (TV) Florence, S. C. Charles H. Crutchfield is executive vice president and general manager.

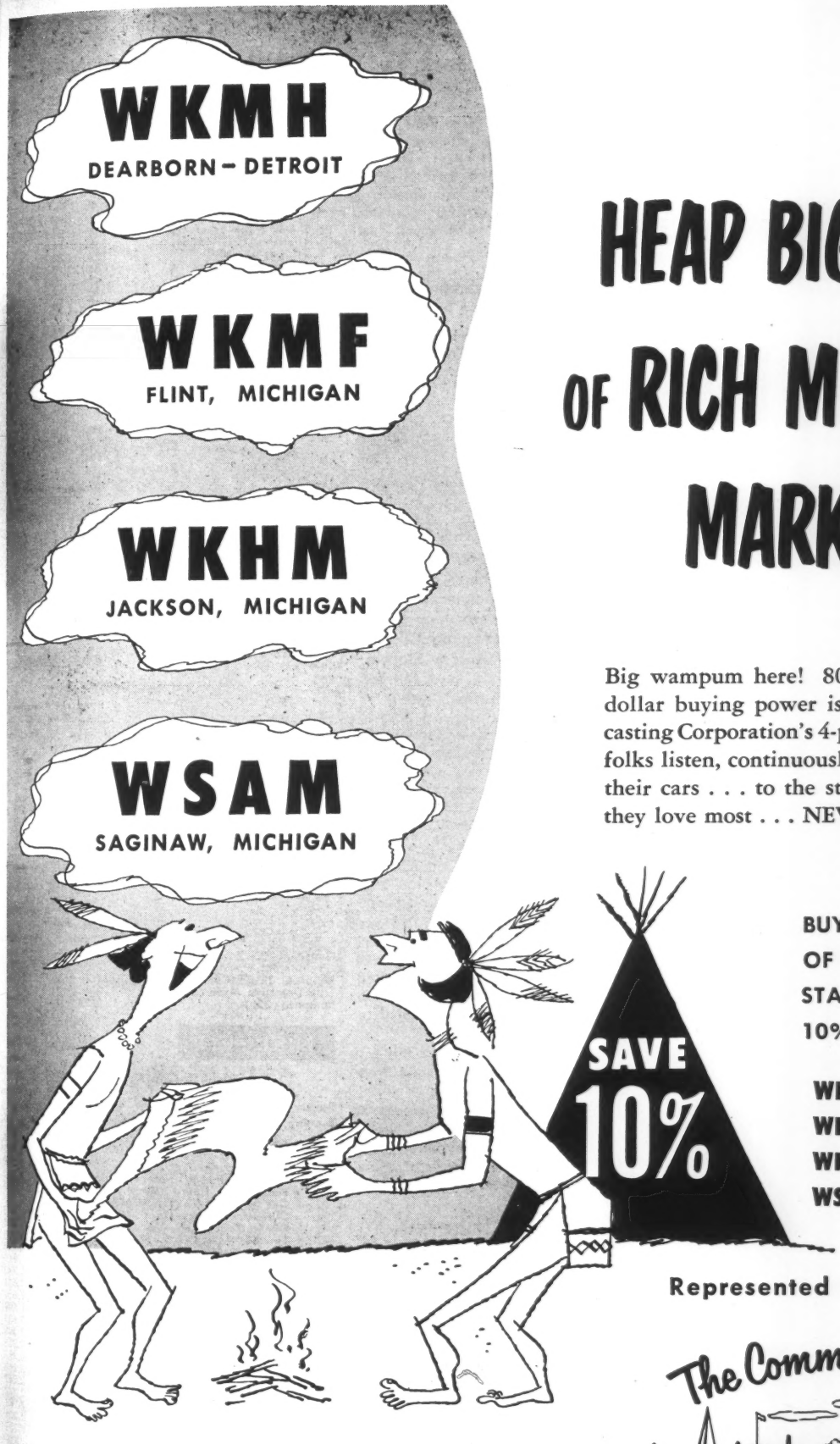
The two tv studios are 40x60 and 40x40 ft. A paved 100-car parking lot adjoins the building. The air-conditioning system has a capacity of 175 tons, equal to melting more than 330,000 pounds of ice every 24 hours.



ONE of the television studios, as the producer would see it from his vantage point above the cameras. Video production controls are in the foreground.

THE OFFICE of General Manager Charles Crutchfield has luxurious traditional decor. A modern touch is added by the bamboo blinds.

THE EMPLOYES' dining room, furnished artistically with wrought iron tables and chairs. A mural decorates the far wall. Bottom picture shows a program featuring the Charlotte Little Symphony Orchestra being telecast from Studio 2.



HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

You Buy Michigan's Biggest Buying Power Through...

(A&A continues from page 32)

the commission's advertising agency, said that the new *Wyatt Earp* western show and *My Little Margie* have been offered to the commission for the 8:30 spot, but either of these would cost around $2 million for 39 weeks. The commission has put around $720,000 into *20 Questions*.

Mr. Griffin said he was in favor of having the commission's attorney study the network contract to see whether the basis exists for a suit, but no action was taken on the matter of legal steps when Mr. Mitchell said he would return to New York to study the "possibility" that something could be found which would satisfy both the commission and the network.

Emerson Drug Elects McAdoo; Names Billings Ad Chief

ELECTION of Francis H. McAdoo Jr., as president of Emerson Drug Co., was announced last week by the company. Mr. McAdoo who has been with Emerson since 1939, was executive vice president until his election to the presidency.

The board of directors of the company was re-elected and James D. Harrison, president of the First National Bank of Baltimore, was added to the board. Dr. F. Jackson Andrews was elected chairman.

MR. BILLINGS

At the same meeting Kirk Lemoyne Billings was named vice president in charge of advertising. Mr. Billings has been with Emerson, a heavy user of broadcast media, since 1951 when he joined the company as advertising director. He was formerly assistant advertising director of General Shoe Corp.

Other Emerson executives who were elected are Frank Markoe Jr., general counsel, and James H. Easter, assistant treasurer, who adds duties as assistant secretary.

Ayer Adds Radio-Tv Staff

N. W. AYER & Son, Philadelphia and New York, has added four persons to its radio-tv staff. The four in the New York office are James E. Parsons, former freelancer, as a copywriter; Jane Anne Fisher, formerly WSEE (TV) Erie, Pa., to traffic bureau of radio-tv department; Alexander J. Randall, WBUR-FM Boston, to traffic bureau, and Kenneth A. Wigg, formerly with Wm. Weintraub agency, to production bureau. In addition, James E. Robertson, who has been with the agency since June 1953, has been placed in charge of radio-television production in the Chicago office.

L&M May Buy Tv 'Gunsmoke'

LIGGETT & MYERS, New York, sponsor of *Gunsmoke* on CBS Radio, has the first option on the television version of *Gunsmoke* which is scheduled to be in a 7:30-8 p.m. time period. The agency, Cunningham & Walsh, New York, saw the pilot film last week and is understood to be negotiating with the network. But the specific day has not yet been decided upon and the client reportedly will await specific knowledge before deciding its option.

Mennen Back in Network Tv With Weekly Fights on ABC

MENNEN Co. (men's toiletries and baby products), Morristown, N. J., will co-sponsor the Wednesday night fights program on ABC-TV for its men's toiletries lines and for the introduction of its newest product, Shampoo for Men, effective June 1, Leonard V. Colson, Mennen advertising director, announced last week.

The tv entry marks the first use of network television for the Mennen Co. since the 1951-52 season. Co-sponsoring with Pabst Brewing Co.,

'ADVERTISING PUNCH' is demonstrated by Leonard V. Colson, Mennen Co. advertising director, in this get-together marking the company's co-sponsorship, starting June 1, of the Wednesday night fights on ABC-TV. L to r: Mr. Colson; Slocum Chapin, ABC vice president, and Martin Devine, K&E account executive.

the firm will share equal participation on the program, to be carried on 90 stations throughout the country. The television sponsorship of the fights is in addition to Mennen's continuous spot announcement radio schedule on more than 133 stations in 7 to 9 a.m. periods.

Introduction early in May of the new product will be backed by the fight sponsorship on ABC-TV, the radio and a television spot announcement campaign plus *Life* magazine insertions.

In referring to the fights, Mr. Colson pointed out that the viewing audience, which now covers an estimated 85% of the tv sets in the United States, is expected to increase still more with the addition of nearly 30 stations scheduled to take the program shortly.

The Wednesday bouts, produced by the International Boxing Club, are now sponsored on CBS-TV by Pabst Brewing Co. Series shifts to ABC-TV in early June under alternate week sponsorship.

The Mennen agencies are Kenyon & Eckhardt, New York, and McCann-Erickson, New York.

NSI Adds 12 Subscribers

JOHN K. CHURCHILL, vice president of A. C. Nielsen Co., Chicago, has announced that seven additional advertising agencies and five new stations have become subscribers to Nielsen Station Index reports in the past two weeks. The recent additions bring totals to 49 stations and 54 agencies, Mr. Churchill said.

The recent agency subscribers are: McCann-Erickson, San Francisco; Calkins & Holden, New York; John C. Dowd, Hoag & Provandie, Sutherland-Abbott and Reingold Co., all Boston, and Lang, Fisher & Stashower, Cleveland.

The stations are KSD-AM-TV St. Louis, KXLA Pasadena, KNXT (TV) Los Angeles and WBBM-TV Chicago.

LATEST RATINGS

VIDEODEX

Top Ten Spot Tv Programs
March 1-7, 1955

Name of Program	# of Cities	% Tv Homes	# Tv Homes (000's)
1. I Led Three Lives (Ziv)	134	24.1	7,406
2. Liberace (Guild Films)	158	21.5	7,172
3. Badge 714 (NBC-TV)	122	20.6	6,540
4. Eddie Canton (Ziv Tv)	86	19.6	4,660
5. Ellery Queen (TPA)	40	19.5	2,994
6. Passport to Danger (ABC-Film)	28	18.9	1,891
7. Mayor of the Town (MCA-TV)	55	18.3	2,028
8. Favorite Story (Ziv-Tv)	71	17.4	2,648
9. Annie Oakley (CBS-TV)	48	17.0	3,503
10. Wild Bill Hickok (Flamingo Films)	112	16.6	5,228

Copyright—Videodex Inc.

PULSE

Top Radio Programs
(For Jan. 3-9 and Feb. 1-7)

Evening

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Jack Benny (CBS)	7.2	7.6
Amos 'n' Andy (CBS)	6.8	7.2
Our Miss Brooks (CBS)	6.1	6.7
My Little Margie (CBS)	5.9	6.2
Lux Radio Theatre (NBC)	5.7	5.8
Groucho Marx (NBC)	5.3	5.5
Edgar Bergen (CBS)	5.1	5.8
Dragnet (NBC)	5.0	5.5
Suspense (CBS)	4.9	5.0
Big Story (NBC)	4.6	
FBI In Peace & War (CBS)	4.6	5.0
Godfrey's Talent Scouts (CBS)	4.6	5.0

Monday-Friday Daytime

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Helen Trent (CBS)	6.1	6.2
Ma Perkins (CBS)	5.9	6.1
Our Gal Sunday (CBS)	5.9	6.1
Perry Mason (CBS)	5.9	5.9
Road of Life (CBS)	5.9	6.0
Second Mrs. Burton (CBS)	5.9	5.9
Arthur Godfrey (CBS)	5.8	6.0
Guiding Light (CBS)	5.8	6.0
Young Dr. Malone (CBS)	5.8	6.0
Rosemary (CBS)	5.7	
Wendy Warren (CBS)	5.7	5.9

Saturday & Sunday Daytime

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Gunsmoke (CBS)	4.1	4.1
City Hospital (CBS)	3.7	3.9
Robert Q. Lewis (CBS)	3.7	3.6
True Detective Mysteries (MBS)	3.6	4.1
Romance (CBS)	3.5	3.6

NIELSEN

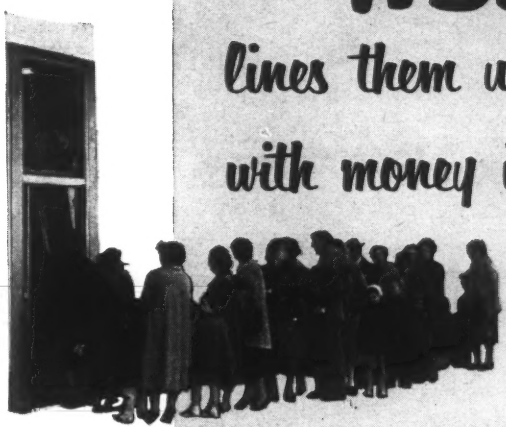
Two Weeks Ending March 12 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(1,146)
1.	Amos 'n' Andy (CBS)	2,935
2.	Jack Benny Show (CBS)	2,797
3.	Lux Radio Theatre (NBC)	2,568
4.	My Little Margie (Wk 1) (CBS)	2,522
5.	People Are Funny (Mars) (NBC)	2,476
6.	Our Miss Brooks (Amer. Home) (CBS)	2,385
7.	Our Miss Brooks (Toni) (CBS)	2,385
8.	FBI In Peace and War (CBS)	2,385
9.	You Bet Your Life (NBC)	2,385
10.	Dragnet (NBC)	2,293
Evening, Multi-Weekly (Average for All Programs)		(917)
1.	News of the World (NBC)	1,743
2.	One Man's Family (NBC)	1,651
3.	Amos 'n' Andy (CBS)	1,651
Weekday (Average for All Programs)		(1,559)
1.	Ma Perkins (CBS)	2,431
2.	Helen Trent (Amer. Home) (CBS)	2,385
3.	Helen Trent (Participating) (CBS)	2,385
4.	Guiding Light (CBS)	2,293
5.	Our Gal, Sunday (Amer. Home) (CBS)	2,247
6.	Young Dr. Malone (CBS)	2,247
7.	Arthur Godfrey (Corn Prod.) (CBS)	2,247
8.	Perry Mason (CBS)	2,201
9.	Our Gal, Sunday (Participating) (CBS)	2,201
10.	Arthur Godfrey (Glamorene) (CBS)	2,201
Day, Sunday (Average for All Programs)		(555)
1.	Adventures of Rin Tin Tin (MBS)	1,423
2.	Sunday Gatherin' (CBS)	1,055
3.	Galen Drake (Sun. 8:55) (CBS)	963
Day, Saturday (Average for All Programs)		(825)
1.	Gunsmoke (CBS)	1,743
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,605
3.	Robert Q. Lewis (Milner) (CBS)	1,423

Copyright 1955 by A. C. Nielsen Co.

WSLS tv

lines them up ...
with money in their pockets



at the Advertiser's point of sale

*

ROMPER ROOM

an impressive example of coordination in . . . .

PROGRAMMING

MERCHANDISING

PROMOTION

. . . shown above is evidence of results when "MISS ELSIE," star of ROMPER ROOM, appeared in person at Jennings-Shepherd, headquarters for Romper Room Toys. Parents brought their children from four states and Jennings-Shepherd sold many new customers. Several thousand people visited the store in just one afternoon.

In WSLS-TV-LAND*

there are

2,500,000 PEOPLE

owning over

325,000 TV SETS

78%

of them look at

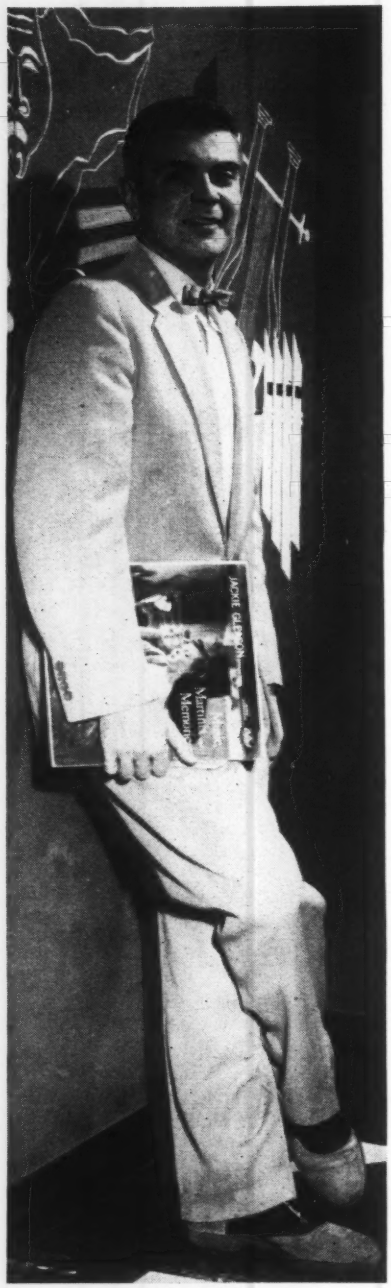
WSLS-TV more DAY & NIGHT

(Jan. 1955 ARB Study)

* 63 Counties in 3 States

Represented Nationally by

AVERY-KNODEL, INC.



meet
the
man

who brought *music*
back to Flint morning radio

He's Alan Norman, and his "new sound in the morning" is an easy kind of music . . . standards, show tunes, the rich arrangements that put melody back in music. Flint listeners (and advertisers) have found it a sensible way to start the day. You will, too, if you pick-up a few of the remaining spots through the Katz Agency.

Flint, Michigan **wfdf** NBC affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WEOA Evansville

Chicago Agencies Hear RAB-Network Promotion

JOINT NETWORK presentation of radio effectiveness as an advertising medium, particularly during the morning and afternoon hours, and its ability to reach consumer-listeners almost anywhere was demonstrated before Chicago agency executives last week.

From 180 to 200 members of nine agencies there attended the three-day conference which is a continuing series arranged by the Radio Advertising Bureau to, as Gale Blocki, RAB midwestern director of sales, put it, "sell radio cooperatively as a medium" whether it is network or spot.

The presentation was originally made before BBDO, New York [B•T, Dec. 6, 1954] and was delivered to the Chicago group by Jack Curtis, ABC; Frank Nesbitt, CBS; Henry Poster, MBS, and Ned Armsby, NBC.

Nielsen Gross Revenue Increased 12% in 1954

ANNUAL REPORT of A. C. Nielsen Co., Chicago, for the fiscal year ended 1954 showed that gross revenue (including foreign subsidiaries) amounted to $12,322,000, said to be a gain of 12.3% over the previous year's record volume.

The report, distributed last week, also revealed that the revenue of the parent company increased 10.6% over that of the previous year to $9,993,000. Net profit (including foreign operations) was listed at $500,000, as against $285,000 the previous year.

In a breakdown of its various units, the company reported that service revenues of the Food-Drug Div. totaled $7,132,700, described as a 15.4% gain over last year and the radio-tv division recorded all-time high sales of $2,789,000.

The report also noted the development of the "Nielsen Radio Index Improvement Plan," and the Nielson Station Index (NSI), based on a new technique employing Audimeters, Audilogs and Recordimeters.

During the past year, the report noted, steps were taken toward establishment of Nielsen Television Index service in Great Britain.

Wayne Promotes Five

PROMOTION of five officers of Tucker Wayne & Co., advertising agency with headquarters in Atlanta and offices in New York, have been announced by Tucker Wayne, president.

Douglas D. Connah, executive vice president since 1953, has been appointed to the newly-created post of assistant president. He is succeeded by Matthew Connor, formerly vice president, who has been with Wayne since 1949.

MR. CONNAH

MR. CONNOR

Leigh Kelley, vice president, assumes additional duties as chairman of the executive committee, and J. Duncan Muse, director of production, and Thomas P. Wright, account executive, have been named vice presidents.

This announcement is not an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

April 6, 1955

262,750 Shares

Storer Broadcasting Company

Common Stock

Par Value $1.00 per Share

Price $24.625 per Share

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters named in the Prospectus and others as may lawfully offer these securities in such State.

Reynolds & Co.

Incorporated

What in the Worl

Fo 6

Here's What:

*823,500 HOMES

in the Southeast Quarter of the United States

(Look at the map)

Here's How:

WCKY 1 minute open rate $50

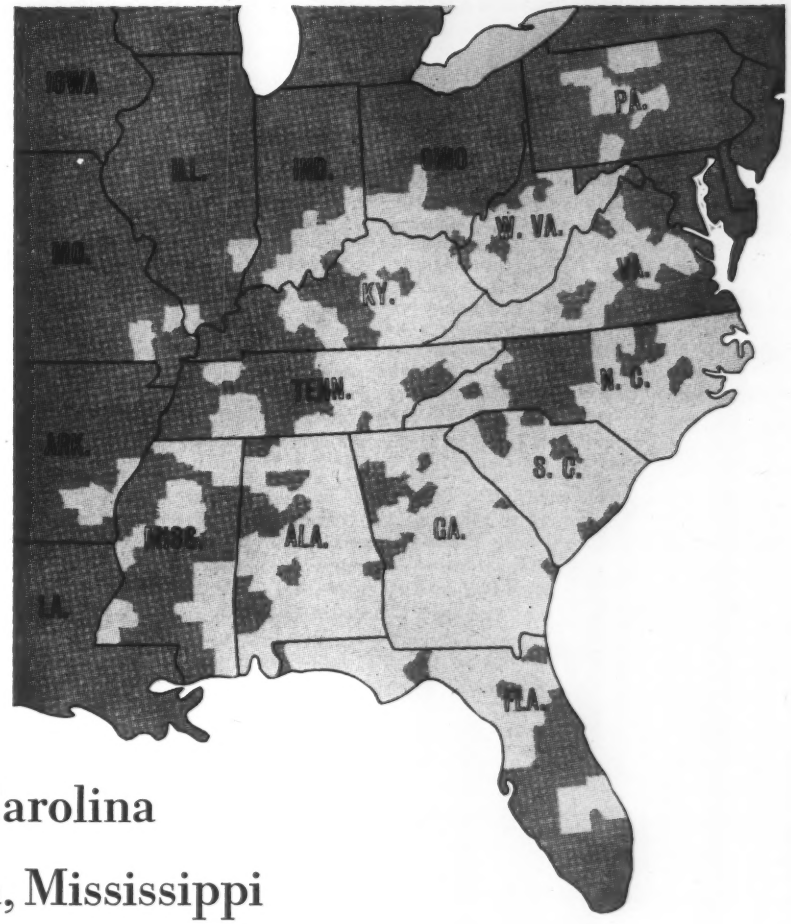
.06

823 | $50.00

(823,500 Homes for only 6 cents)

*Average Nightly WCKY Listening Homes according to Nielsen Coverage Service

...Can You Buy For 6 Cents?



Here's Where:

Kentucky, W. Virginia
Virginia, Tennessee
North Carolina, South Carolina
Alabama, Georgia, Florida, Mississippi

Here's Who Knows:

Young & Rubicam, Inc.
Street & Finney, Inc.
Campbell-Ewald Co.
Ted Bates & Co.
J. Walter Thompson Co.
Fiore & Fiore
Day, Harris, Mower & Weinstein
Kastor, Farrell, Chesley & Clifford Inc.
Batton, Barton, Durstine & Osborn
McDonald-Haggard
Ill. Simmonds & Simmonds
Charles W. Hoyt Co. Inc.

Account *Executives and Time Buyers* of these and other agencies, use WCKY's facilities to reach this market at lowest cost.

L. B. Wilson INCORPORATED
WCKY
CINCINNATI

For Availabilities — Call Collect:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

Maytag to Name New Agency After Spring Ad Campaign

THE Maytag Co. of Newton, Iowa (washing machines, household appliances), will appoint a new advertising agency to replace McCann-Erickson sometime within the next eight weeks.

Official confirmation of earlier reports that Maytag would replace M-E came last week as the company signed with NBC-TV for sponsorship of two spectaculars during May.

McCann-Erickson, which recently picked up the rest of the competitive Westinghouse consumer goods account and which has serviced Maytag for 17 years, will continue for Maytag until a new agency is chosen.

Between 30 and 35 agencies have bid for the account on the basis of questionnaires, according to Roy A. Bradt, vice president in charge of advertising and marketing. He said no decision will be made until after the current spring advertising drive, which will include the NBC-TV programs.

MacCracken Resigns DCS&S

CHESTER MacCRACKEN, who has been a vice president in charge of radio and television for Doherty, Clifford, Steers & Shenfield, New York, since its formation in 1944, has resigned effective May 1. He plans to move to Vermont, where, after a year of refresher courses at the U. of Vermont, he will teach in that state. His replacement has not yet been announced.

GF Buys Rodeo Telecast

SPONSORSHIP by the General Foods Corp. of an hour-long telecast of the Roy Rogers Championship Rodeo over NBC-TV on June 21 (8-9 p.m. EST) was announced last week by George H. Frey, vice president in charge of television network sales of NBC. In conjunction with the telecast, a contest is being held to select a boy and girl to be chosen as "Junior King of the Cowboys" and "Junior Queen of the West." The competition, conducted by Roy Rogers Enterprises in cooperation with NBC-TV affiliates, will center around an essay on "What the Alamo Means to Me."

NEW BUSINESS

Arnold Bakeries, Port Chester, N. Y., to use spot radio campaign ranging six to 22 weeks in six eastern markets effective today (Mon.). Agency: Charles W. Hoyt Co., N. Y.

Slenderella Systems Inc. (reducing salon chain), N. Y., starts five-minute segment of *Ralph Story Show* (Mon.-Fri., 8:45-9 a.m. PST) on eight Columbia Pacific Radio Network stations for 52 weeks from May 2. Agency: Management Assoc., N. Y.

AGENCY APPOINTMENTS

Cardinal Products Inc. (Mattress Fresh, Mildew Stop, Diaper Fresh drug products), Hollywood, Fla., appoints Bishopric/Green & Assoc., Miami. Radio-tv will be used.

Lakeside Mfg. Co. (Hot Top trays and carts), Milwaukee, appoints Biddle Adv. Agency, Bloomington, Ill. Tv will be used.

AGENCY SHORTS

Milloy Adv. Agency, Washington, moves to new and enlarged offices, 1145 19th St., N.W.

Whirlpool Corp. (washers, dryers), St. Joseph, Mich., to be co-sponsor of Berle-Ray show on NBC-TV next fall, is serviced by Kenyon & Eckhardt, N. Y., and not Beaumont-Hohmann, Chicago, as reported in B•T, April 4.

Davy Gains on Repeat

ABC-TV last week released results of a Trendex nine-city survey showing that a repeat of the *Disneyland* showing dealing with Davy Crockett last Wednesday registered a 35.4 rating, compared with 28.1 Trendex on its initial showing on Dec. 15, 1954.

A&A PEOPLE

Robert R. Warringer, marketing and research director, Scheidler, Beck & Werner, N. Y., elected vice president.

William J. McKenna Jr., vice president and copy chief, Scheidler, Beck & Werner, N. Y., elected chairman of plans board; **H. Alfred Steckman** appointed copy supervisor.

A. E. Lytle, radio-tv director, Western Adv. Agency Inc., L. A., elected vice president in charge of radio-tv.

MR. LYTLE

Edward J. Young, director, KDKA-TV Pittsburgh, to Adv. Syndicate of America, same city, as vice president, effective May 1.

William O. Dillingham, formerly general manager, Newark (N. J.) Div., Pabst Brewing Co., Chicago, appointed executive vice president in charge of sales of company.

Weymouth Symmes, Paris & Peart, N. Y., promoted to media manager; **H. L. Mooney,** media and research director, appointed marketing and research director; **Virginia Burke,** formerly with Dancer-Fitzgerald-Sample, N. Y., and **Nancy Ann Holland** appointed timebuyers and spacebuyers.

Edward H. Russell, account executive, Biddle Adv. Agency, Bloomington, Ill., appointed vice president.

MR. RUSSELL

F. A. Wurster, formerly with media and timebuying depts., BBDO, N. Y., appointed media director, Kiesewetter, Baker, Hagedorn & Smith, same city, succeeding **Elizabeth Thompson Anderson,** retiring.

Ralph L. Wolfe, vice president, Geyer Adv., Detroit, to Warwick & Legler, N. Y., in general executive capacity.

Lewis Wechsler, formerly with Emil Mogul Co., N. Y., to radio-tv dept., Benton & Bowles, same city, in executive capacity.

Chester H. McCall, former executive vice president, United States Adv. Corp., Kansas City, Mo., to Milloy Adv. Agency, Washington, as creative director.

Kenneth J. Lockwood, formerly with Campbell-Ewald Co., Detroit, to Betteridge & Co., same city, as creative director.

Duane G. Abram, formerly own agency operator, to Kight Adv. Inc., Columbus, Ohio, as account executive; **Richard Neil Pynchon,** advertising manager, Cowles Chemical Co., Cleveland, to agency as copy chief.

Frank MacKnight, former employe, Katz Agency (station representatives), Chicago, and **Donald M. Peach,** formerly with KOA Denver, to Gardner Adv. Co., St. Louis, as regional account executives.

Thomas E. Hardacre, formerly with A. Carlisle & Co., S. F., to Grant Adv., Chicago, as Chicago regional account executive.

Theodore S. Garrett and **Charles Sweeney,** Young & Rubicam, N. Y., appointed copy supervisors.

Eugene V. Connett, formerly account executive, Ogilvy, Benson & Mather, N. Y., appointed to newly-created position, advertising director, Carpet Institute Inc., N. Y.

John Dewey, administrative assistant to general sales manager, Warner Electric Brake & Clutch Co., Beloit, Wis., appointed sales manager, Chicago branch.

COLOR

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 24 (7:30-9 p.m.): *Max Liebman Presents,* "Kaleidoscope," Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 2 (8-9:30 p.m.): *Producer's Showcase,* "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* "Chocolate Soldier," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WORKING PARTNERS

RADIO **H-R** TELEVISION, INC.
TELEVISION
REPRESENTATIVES, INC.

Orders are "sweet music" to radio and TV station owners and they rightly expect their representatives to produce them. But to do this takes skill and the selling "know-how" that comes only with long experience. We feel that H-R is unusual in this respect because this organization was founded by a group of *working partners* all with long and successful backgrounds in this field. And—as we have grown—only those with similar backgrounds and ability have been added to our staff. Thus today, as when we started, "We Always Send a Man to Do a Man's Job."

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

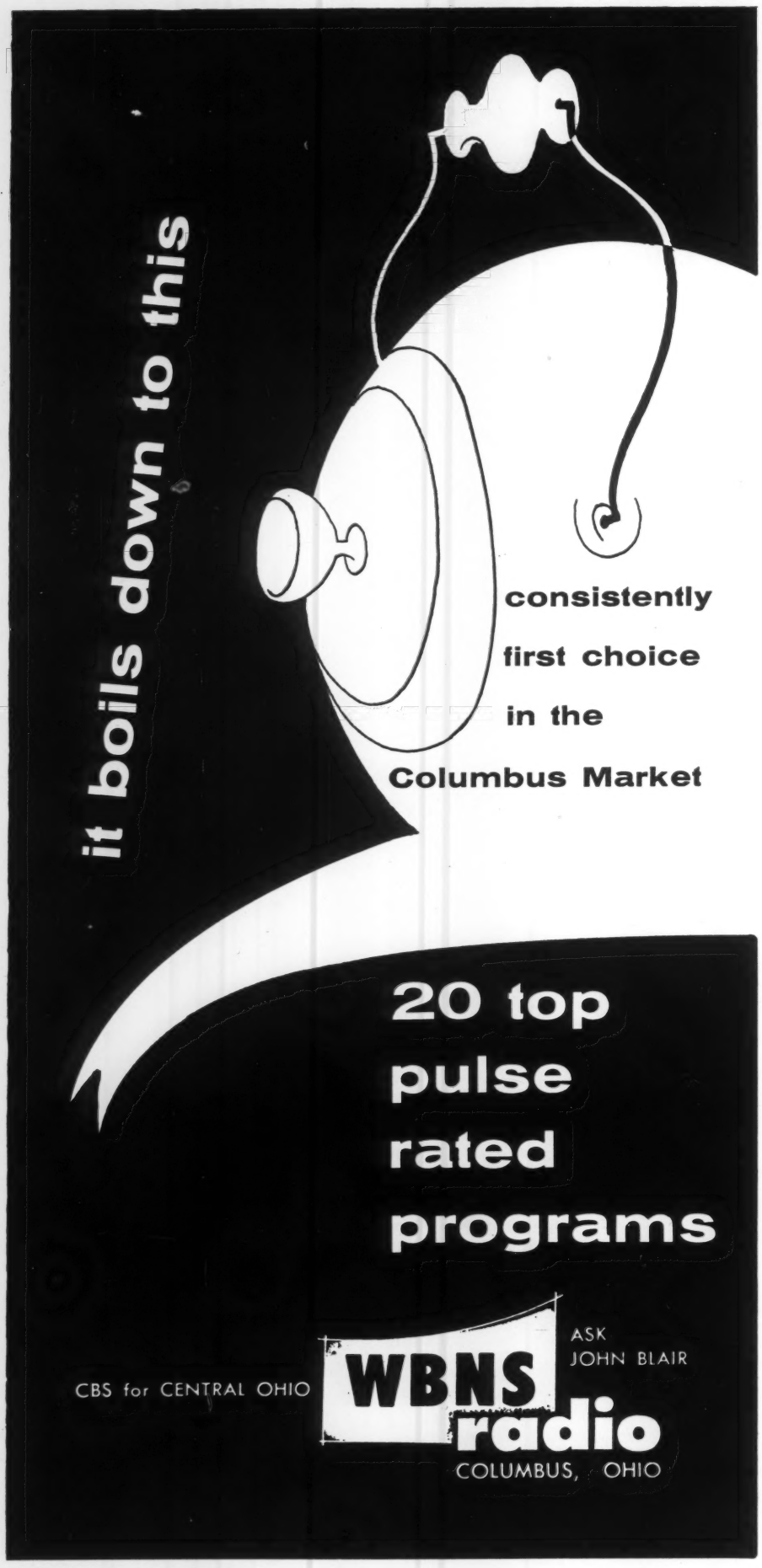
Harold Lindley, *Vice Pres.*
6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 7-1480

James Alspaugh, Mgr.
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, Mgr.
452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

Bill McRae, Mgr.
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, Mgr.
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601



FILM

ABC, WARNER BROS. PLAN FILM SERIES

With a reported budget of $75,000 per film, the series will start on ABC-TV next September in the Tuesday night 7:30-8:30 p.m. EDT slot.

JOINT announcement by ABC and Warner Bros. reveals plans for an upcoming hour-long film series, titled *Warner Bros. Presents*, to premiere on ABC-TV, Sept. 13, 7:30-8:30 p.m. EDT. Long-term contract for the production of 39 films was negotiated by Leonard H. Goldenson, president of AB-PT; Robert E. Kintner, president of ABC; Harry M., Jack L. and Albert Warner, heads of the motion picture company.

The series reportedly will carry a budget of $75,000 for each hour-long film. Three previous Warner Bros. features, "Casablanca," "King's Row" and "Cheyenne," will provide the titles of the three board program categories which the series will embrace. Each program will be a completely self-contained story, it was said, with "Casablanca" the series' title for adventure, "King's Row" for romance and "Cheyenne" for westerns.

To be telecast on a rotating basis as to subject matter, at least six minutes of each program will be devoted to taking viewers "on location," either behind-the-scenes or on actual outdoor location of a full-length Warner Bros. theatrical feature in the production stage.

All production details will be under the supervision of Jack L. Warner, vice president and executive producer. Each program will be filmed with a name personality serving as the regular host.

It has been reported that Liggett & Myers Tobacco Co. and the General Electric Co. will co-sponsor *Warner Bros. Presents*, but confirmation of such a move has not been forthcoming.

Belief that the "entertainment know-how of our two organizations will develop tv fare that will win the applause of millions of viewers," was expressed by Mr. Kintner at the conclusion of west coast meetings last Monday.

"My brothers and I," Jack L. Warner said, "approach this new relationship between motion pictures and tv with the same zeal and enthusiasm as we had when we first presented commercially successful talking pictures. Coordinated with our current nationwide search for new talent, the new Warner Bros. tv show will exploit to the fullest extent the value of the tv medium in the marketing of theatre motion pictures."

Sunset Productions, Warner Bros. newly-formed tv subsidiary [B•T, April 11], has recently started preparations for *Men of the Sky*, half-hour tv film series. It is understood that Sunset will confine itself primarily to half-hour series, under the production supervision of Jack Warner Jr.

Ziv Allocates $75,000 Budget For Science Series Research

BUDGET of approximately $75,000 for scientific research has been allocated by Ziv Television Programs Inc. in connection with its film series, *Science Fiction Theatre*. A spokesman for the company said the funds will be used to obtain the mechanical devices used by Truman Bradley, host-narrator, in his pre-program demonstrations; in checking scientific theories on which the series is based, and in

with WAVE

you don't buy the hills—

YOU BUY THE GOLD!

To do a good radio job in the *one* really "golden" Kentucky market, you don't have to waste money digging far back in the hills.

WAVE GIVES YOU KENTUCKY'S BRIGHTEST MARKET—AT THE RIGHT COST. WAVE's 50% BMB daytime area almost exactly coincides with the rich Louisville Trading Area, which accounts for 42.5% of the state's *total* effective buying income.

GILT-EDGED PROGRAMMING—NETWORK AND LOCAL. WAVE is the *only* NBC station in or near Louisville. *Local* programming is top-drawer, too. Our staff numbers 62 good people, 44 exclusively for on-the-air radio activities.

Dig that WAVE, and you've got the gold! NBC Spot Sales has all the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC SPOT SALES
National Representatives

following up newly announced scientific development as possible story lines.

Ziv also announced that six American universities are cooperating with the company in a program designed to insure the scientific authenticity of the series. The schools are: U. of California at Los Angeles; U. of Southern California; California Institute of Technology; U. of Pennsylvania; Massachusetts Institute of Technology; Johns Hopkins U., Baltimore.

In addition, a number of scientific institutions, research laboratories and industrial organizations including the Smithsonian Institute, U. S. Defense Dept., Garrett Corp., Los Angeles County Museum, and Douglas, Lockheed and North American aircraft companies are also working closely with Ziv on the scientific aspect of the program.

Maxwell Smith, who pioneered in the development of the radar equipment now being used by the U. S. armed forces, has joined Ziv as technical advisor for the series.

Ziv Television, Affiliates Move Into New L. A. Studios

MOVE of Ziv Television Programs and its affiliated companies into studios at 7324 Santa Monica Blvd., Los Angeles, was announced last week by Frederic W. Ziv, chairman of the board. Purchase of the new facilities, formerly American National Studios, was made by Ziv in December 1954. Only alterations of a minor nature are being made, Mr. Ziv said.

The studio will be used to house administrative offices. The major suites will be occupied by Mr. Ziv; John Sinn, president; Maurice Unger, vice president in charge of west coast operations, and a number of the firm's other executives.

Tenants now on the lot will continue to rent stage space and other studio facilities.

ANTITRUST SUIT FILED AGAINST UA BY NASSERS

$10 million asked for actual punitive and treble damages in antitrust suit for refusal to release feature films for tv.

LATEST development in the three-and-a-half year litigation of James and George Nasser seeking to release certain feature films to tv is the filing of a $10,050,000 antitrust suit against United Artists Corp. and a group of major distributor organizations.

The lawsuit, filed last week in Federal District Court, Los Angeles, by Ressan Inc. and Strand Productions Inc. (Nasser production companies), is divided into three parts: (1) defense against the action which UA brought against the Nassers [B•T, Dec. 6, 1954] charging them with infringement of copyright and breach of contract; (2) action by the brothers against UA for improper theatrical distribution of the four feature films involved; (3) action by the Nassers, through Ressan and Strand, against UA, Loews' Inc., Columbia Pictures Corp., RKO Radio Pictures Inc., 20th Century-Fox Film Corp., Universal Pictures Inc. and Universal Film Exchanges Inc. (treated as one), Paramount Pictures Corp. and Paramount Film Distributing Corp. (treated as one), Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp. (treated as one) for engaging in an unlawful conspiracy in restraint of interstate trade and commerce in violation of the Sherman Antitrust Act by their refusal to license anyone to telecast the said feature films.

Feature films involved are "Don't Trust Your Husband," starring Fred MacMurray and Madeline Carroll, which cost $1,253,259 and was released Oct. 1948; "Cover Up," with William Bendix and Dennis O'Keefe, $716,966, March 1949; "Without Honor," Laraine Day and Franchot Tone, $600,012, Oct. 1949, and "Kiss for Corliss," David Niven and Shirley Temple, $789,715, Nov. 1949.

Named general defendants in an action involving the feature, "Spring in Park Lane," which was originally distributed through Pathe Industries and starred Michael Wilding and Anna Nagel, were UA, Eagle Lion Classics Inc., Chesapeake Industries Inc. (formerly Pathe Industries), Eagle Lion Films Inc., Pathe Laboratories Inc. and Pictorial Films Inc.

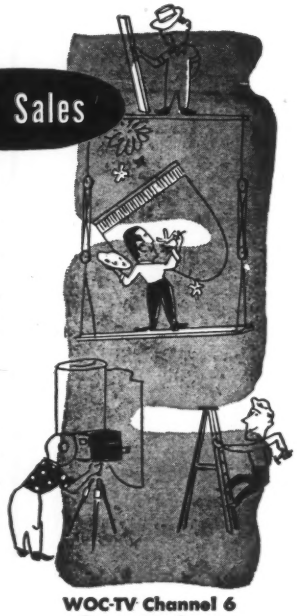
Damages asked in the suit, filed through attorney Adele I. Springer, are $3 million for actual damages; $3 million for punitive damages in general; $4 million treble damages for restraint of trade and $50,000 on the feature, "Spring in Park Lane."

The complaint charges that UA refused to fulfill the theatrical exhibition of the features and further refused to license the films to tv and at a time when the scarcity of class "A" products for tv netted higher revenues.

Sought is a judgment that "the monopoly and combination and conspiracy of UA and of the other major distributor defendants be declared illegal and enjoined as violative of the Sherman Antitrust Act and the Clayton Act" and that UA "be enjoined from enforcing any contract heretofore made, having the effect of preventing the televising of the said features and that the tv clause in the distribution agreement be declared void as illegal."

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Tornado tore through...

I'll call back with the details."

Case History No. 7

It was a pleasant Sunday. Dan O'Meara, News Editor at WIOU, Kokomo, Ind., looked forward to a restful, lazy afternoon as he stood in line to buy a ticket to a movie.

A police car pulled up to the curb. The officer, whom O'Meara knew, waved him over to the car window.

"Listen to this report from Anderson," the driver said.

"Dan," the driver said, "just got a report a tornado is ripping through Anderson. Already some injuries reported and ten blocks of houses damaged. It's fifty miles away, you know, but we're going over to give 'em a hand."

O'Meara didn't go to the movie after all. He jumped into the squad car. He notified WIOU to set up its telephone tape recording equipment and called The Associated Press at Indianapolis.

"Tornado tore through," he told The AP. "I'll call back with the details."

Soon O'Meara was in Anderson and the first of his reports started over the wire and on the air. For 13 hours, he covered the disaster from every angle.

There was the minister who was seriously injured when a storm-tossed truck pinned him against the church wall... the devastated neighborhood where 40 homes stood roofless . . . the story of the wide-eyed boy who said his first hint of the tornado was the sight of a dog flying 30 feet in the air.

Late the next morning, O'Meara headed for home – and bed.

"It was a break to be there," he said, "to give that kind of direct coverage not only to WIOU's listeners, but to the rest of the gang in Indiana who keep us posted, through AP, whenever anything happens."

Dan O'Meara is one of the many thousands of active newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

John Carl Jeffrey, Vice President & General Manager, Radio Station WIOU.

Those who know famous brands...know the most famous name in news is AP

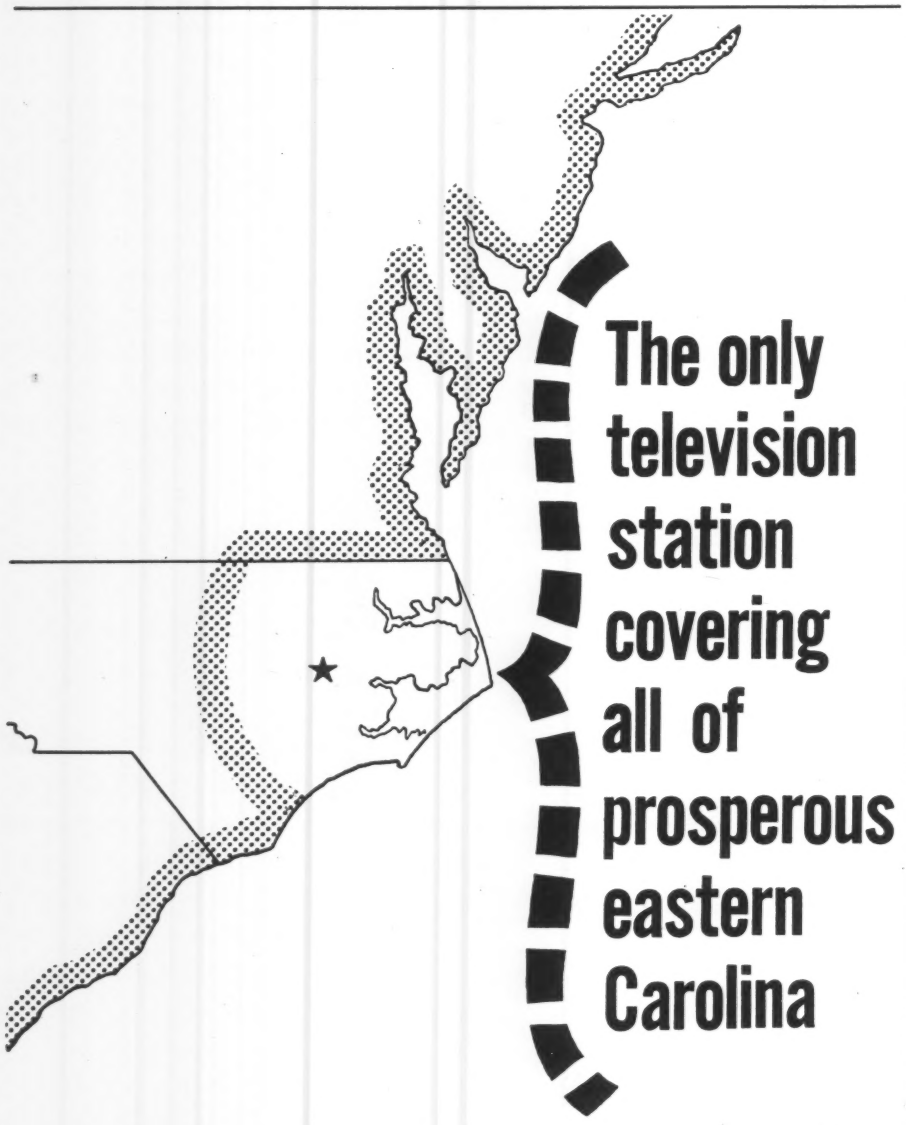
DAYTIME FILM PLAN OFFERS 520 SHOWS

PLANS involving the filming of 520 programs using a "soap opera" format for use on daytime television by stations at the local level [CLOSED CIRCUIT, April 11], were announced last Tuesday by Harry Trenner, president of the newly-formed Station Film Library Inc., New York. Mr. Trenner said that his company will offer stations two 260 quarter-hour across-the-board strips on a 52-week basis in what he believes is the answer to lack of quality programming in daytime television today.

The plan calls for Station Film Library to give local stations an opportunity to acquire ownership of the film in return for time furnished to Mr. Trenner's company for a first run. The station will also acquire residual rights as well as ownership in exchange for the time, Mr. Trenner said. When time arrangements have been completed, Mr. Trenner explained that Station Film Library would then sell the time and film for far less than if they were purchased separately.

Concerning program content, Mr. Trenner pointed out that unlike the radio "soap opera" his firm's stories would run through only five episodes. Each story line would be complete in one week, he said, making re-runs possible for the stations within a short period of time.

Arrangements for filming are now underway, involving approximately $2.6 million, he said.



PRIMARY CBS AFFILIATE **WNCT** channel 9

Greenville ★ N. C.

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

ABC Film Quarterly Report Cites Sharp Surge in Billings

INCREASE of 161.2% in billings for the first quarter of 1955 as compared to the first quarter of 1954 has been reported by George T. Shupert, president, ABC Film Syndication, Inc. In the first quarter of this year billings on *Racket Squad* were up 49.4%. Billings for *The Playhouse* were 183.5%. The combined billings of these two shows represents a 64.7% of the total, Mr. Shupert said.

During the first quarter of 1954 these were the only two shows which ABC Film Syndication was selling. Mr. Shupert explained that the difference in billings increases between *Racket Squard* and *The Playhouse* which was formerly titled *Schlitz Playhouse of Stars*, was due to the market conditions in 1954, when shows such as *Racket Squad*, "proven entertainment with the added plus factor of built-in service" were in great demand.

The increase in billings in the first three months of 1955 was also influenced by the sales of *Kieran's Kaleidoscope* and *Passport to Danger*, Mr. Shupert said. Not reflected in the billings was the firm's newest property, *Douglas Fairbanks Jr. Presents*, which went on sale April 4.

Mr. Shupert said that "on the basis of past business and projections for the next quarter, we anticipate that business during the first half of 1955 will exceed 200% of the like 1954 period."

TPA Names Stone Assoc. As Merchandising Consultants

TELEVISION Programs of America officially appointed Stone Associates, New York [CLOSED CIRCUIT, March 21], as exclusive merchandising consultants for seven TPA film programs. Michael M. Sillerman, TPA executive vice president, announced last week.

The TPA-Stone agreement authorizes Stone Assoc. to license manufacturing of all products, i. e., toys, books, wearing apparel, food and other items based on characters on TPA shows. Endorsements, personal appearances and promotions, as well as creating all premiums and servicing advertisers, local and national, in their use, will be the responsibility of Stone Assoc.

The latter firm is headed by Martin Stone, who launched the entire merchandising concept for *Howdy Doody* and who was president of Kagran, program packager for *Howdy Doody*, which he sold to NBC-TV. Others associated with Stone Assoc. are Allan Stone, who developed many of the *Howdy* items; Milton Kayle and Edward Kean.

Mary Pickford Tops Goldwyn In Opening Bids for Studios

BIDS of $1,525,000 and $1,501,000 by Mary Pickford and Samuel Goldwyn, respectively, were made in the court-ordered sale of Goldwyn Studios. Long Beach Superior Court Judge Paul Nourse has set April 20 as the date for open bidding on the 10-acre property, currently appraised at $3 million. Open bids must be backed by certified checks with outside bidders topping previous bids by at least $10,000. Miss Pickford, 41/80ths owner, and Mr. Goldwyn, who holds 39/80ths, can bid against each other with raises of at least $5,000, provided the producer ups his bid and reopens the bidding.

Hearing in the suits and countersuits, filed by the former partners [B•T, April 4], was scheduled to be resumed on April 12.

The Best SEAT In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right — KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about
double feature movies on the new
GOLDEN GATE PLAYHOUSE,
1:00 to 3:00 PM, Monday through Friday

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL 4

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

TOPS IN CHICAGO!!

WGN-TV was the *only Chicago station* to place in Billboard Magazine's 17th Annual Promotion Competition!

ONLY CHICAGO STATION

Best Job of Sales Promotion for TV Film Programs in 1954!
(Markets 500,000 and over—second in the nation)

Best Job of Audience Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—5th in the nation)

Best Job of Merchandising Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—8th in the nation)

Based on their knowledge of station activities, top agency executives, leading advertisers, film distributors and film producers placed WGN-TV above all other stations in Chicago!

PROOF AGAIN THAT THE TOP STATION IN CHICAGO FOR YOUR ADVERTISING IS WGN-TV!

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV Chicago 9

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
•Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
•Beats Network Station B Twelve Times!
•Beats Indie Station B Twelve Times!
•Beats Network Station C Twelve Times!
•Beats All Other Stations Combined Twelve Times!
•Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.
* November 1954

Seven-Up Buys Film For 120 Markets

IN ITS FIRST major use of television, the Seven-Up Co., St. Louis, has signed to sponsor MCA-TV's new half-hour adventure film series, *Soldiers of Fortune*, in 120 markets. Seven-Up will present the show weekly in 60 markets where its distribution is heavy and on an alternate-week basis in the other 60 markets.

Details of the sponsorship were announced during a news showing of the film aboard a United Airlines plane flying from New York to Boston. An MCA-TV spokesman said he believed this was the first time a tv film program has been shown aboard a plane.

Seven-Up has used tv spot announcements on a limited basis in the past, it was said, but *Soldiers of Fortune* represents its move into tv on a regular basis. The business was placed through J. Walter Thompson Co., Chicago.

The film serial was produced by Revue Productions, Hollywood, and stars John Russell and Chick Chandler.

The program made its debut on WABC-TV New York several weeks ago, but will not begin in other markets for another three to six weeks. MCA-TV has sold the series on a local basis in many markets where Seven-Up is on an alternate-week basis and plans to sell it in other cities.

20th Century-Fox Sells 'Flicka' Tv Series to CBS

SALE of *My Friend Flicka*, the first of 20th Century-Fox's properties to be made into a television series, was sold last week to CBS. The five-year contract involving approximately $8.5 million was handled by Spyros Skouras, president of 20th Century-Fox, and William Paley, chairman of the board of CBS, and was negotiated by Thomas G. Rockwell, president of General Artists Corp.

The agreement calls for 39 half-hour films a year in both color and black-and-white to be made at 20th Century-Fox's tv studios in Hollywood.

FILM SALES

MCA-TV Ltd., N. Y., has sold package of 67 Roy Rogers and 56 Gene Autry feature films, produced by Republic Pictures, to KTNT-TV Tacoma, Wash.

WRCA-TV New York signed with Associated Program Service Div., Muzak Corp., N. Y., for exclusive use by station of Encyclopaedia Britannica film library.

FILM PEOPLE

Harry E. Pratt, sales service representative, W. J. German Inc. (Eastman professional film distributors), Hollywood, named vice president in charge of tv film sales.

Marilyn L. Friedel, formerly with Universal Studios, Hollywood, to United Film & Recording Studios Inc., Chicago, as national director of public relations.

Jim Morgan, vice president in charge of radio-tv, Raymond R. Morgan Co., Hollywood, to Don Fedderson Productions, Beverly Hills, Calif., as producer.

Philip Monroe, animation director, Ray Patin Productions, Hollywood, to Tv Spots, same city, as director and chief animator.

Tom Whitesell, formerly with Louis de Rochemont Assoc., N. Y., to Transfilm Inc., same city, as production supervisor.

YOU MIGHT BROAD JUMP 26′ 8¼″——*

BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

If you "look before you leap" in your Western Michigan time-buying, you'll choose WKZO, Kalamazoo—5000 watts . . . CBS.

Nielsen credits WKZO with 181.2% more daytime homes than Station B. Pulse figures, left, show that WKZO gets more than twice as many listeners as Station B, *morning, afternoon and night!*

Let your Avery-Knodel man give you the whole WKZO story.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

**Jesse Owens set this world's record at Ann Arbor, Michigan, in 1935.*

NARTB TV BOARD TAKES STRONG STAND AGAINST PAY-SEE TV, FIVE-MILE LIMIT

Special meeting of Tv Board opposes pay-tv proposals, if they interfere with development of the present system, and proposal to limit tv antennas to five miles from boundaries of principal cities. Statements will be filed in FCC proceedings for each.

FIRM stands against two FCC proposals to alter the present tv broadcast pattern were taken last Tuesday by the NARTB Tv Board of Directors at a special meeting.

The board opposed proposals for pay-to-see tv, if they deter or interrupt development of the present system, and directed that a statement to this effect be filed in the FCC proceedings (see pay-to-see story, page 97).

It opposed, too, an FCC proposal to limit tv antennas to five miles outside boundaries of principal cities [B•T, March 7]. A statement will be filed in this proceeding.

The tv directors considered plans for the Tv Day program scheduled Thursday, May 26, during the annual NARTB convention in Washington.

In adopting an anti-pay-to-see policy the board held that the present American system of free radio and tv broadcasting should not be changed. Its statement follows:

"The petitioners before the Commission claim to have developed mechanical and electronic means by which programs can be fed into selected homes, if the owners of the sets are willing to pay a price for the reception of such programs.

"Allocations by the federal government have been established during the last decade of free television's growth in the United States. The board does not believe that the public interest is served, if the promise of free television now should be curtailed to provide a system of 'pay-as-you-see' television. Over 34,000,000 families have bought sets on the assumption that service would be free and full.

"The premise of free entertainment over broadcast facilities has been established for more than three decades, through the unique development of radio broadcasting in this nation. That basic pattern should not be altered at the expense of the public."

A resolution adopted by the board noted that pay-to-see services, under the FCC notice, would be operated within the tv broadcast bands; that these are now exclusively assigned to unlimited tv broadcasting; that the public is not now subject to government or private fees for tv broadcasts; that free tv brings the finest in programming, including news, public events and entertainment.

The board said pay-to-see tv "would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use. It added that subscription tv could be provided "by other means without detriment to unlimited public reception" of free tv. NARTB participation in all hearings and proceedings at FCC was directed, including "all necessary and proper steps to preserve unlimited public reception within the tv broadcast bands."

Attending the board meeting were:

Clair R. McCollough, WGAL-TV Lancaster, Pa., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman; Kenneth L. Carter, WAAM (TV) Baltimore; John Esau KTVQ (TV) Oklahoma City; William Fay, WHAM-TV Rochester, N. Y.; Harold Hough, WBAP-TV Forth Worth; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.; Robert D. Swezey, WDSU-TV New Orleans. Network: Ernest Lee Jahncke, ABC New York; Merle S. Jones, CBS New York; Frank M. Russell, NBC Washington, D. C. Ted Bergmann, DuMont Tv Network, New York, was excused and was represented by John Bachem, DuMont.

Participating for the NARTB headquarters staff were Harold E. Fellows, president and chairman of the board; Thad H. Brown Jr., vice president for television; C. E. Arney Jr., secretary-treasurer; Vincent T. Wasilewski, chief attorney; A. Prose Walker, manager of engineering; Dan W. Shields, assistant to Mr. Brown, and Robert K. Richards, consultant.

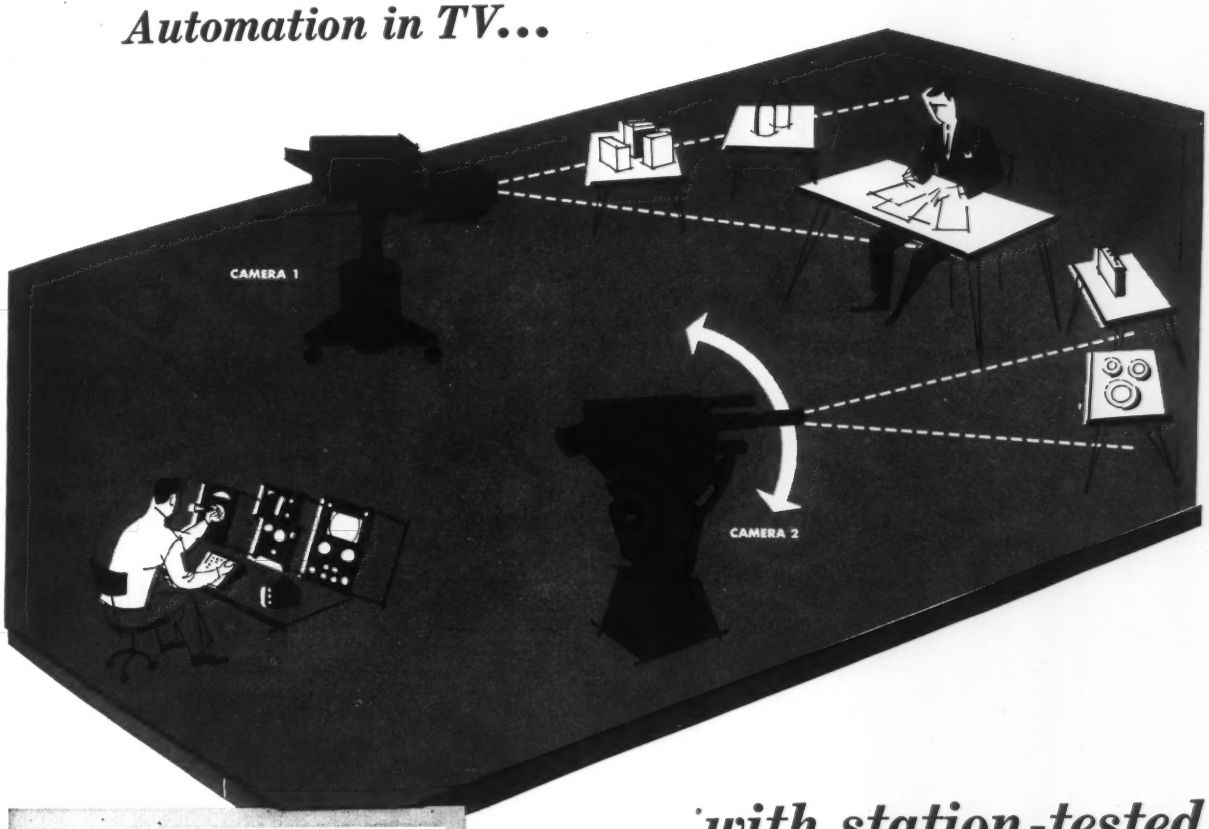
Texas Breakfast

TEXAS Assn, of Broadcasters will sponsor a breakfast to be held Thursday (May 26) during the NARTB Washington Convention to meet legislators and other government figures. Arrangements are being made by Richman Lewin, KTRE Lufkin, TAB vice president.

HAMM'S BEER GAINS 9% DUE to KXLY-TV'S FREE MERCHANDISING!
Big volume items such as beer also show substantial sales gains when participating in KXLY-TV's free merchandising assistance available to advertisers. Such sales-building support is available to you too. Investigate!
"We wish to report an increase of 9% in sales during the week March 7th through March 12th, above the previous week.
It was during this week you featured HAMM's on your "Parade of Products," and we wish to thank you very much for your wonderful help in advertising this product."
Yours very truly,
JOEY AUGUST DISTRIBUTORS
Distributors for Hamm's Beer
Available at a discount when purchased in conjunction with the "XL" network.
SPOKANE KXLY-TV WASHINGTON
RICHARD E. JONES
vice pres. & gen. mgr.
Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

NEW COST-CUTTING IDEA!

Automation in TV...



HOW IT WORKS!...

Camera 1, in scene above, is a GPL or other standard make, plus GPL-Watson Vari-focal lens with zoom and focus run from Control Room.

Camera 2 is a GPL full remote control: pan and tilt, lens change, focus and iris run by remote, plus a "memory" of 6 pre-set positions switched by push-button to correct aim, lens, iris and focus.

In typical sequence, station's day begins with newscast. Announcer is covered by 1 from close-up to full set, allowing optional use of wall maps, props or guest interviews.

Camera 2 covers active area and switches automatically by push-button to any of 6 easels or displays for advertising commercials.

Opening live news is followed by film and *entire first program is run with only two men in building.*

...with station-tested GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3″–30″ focal length lens to any make black and white or color camera—operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

GPL

WSAB IS BRIEFED BY SEN. MAGNUSON

Addressing the Washington State association, the senator calls his committee's radio-tv study an 'inquiry' and not an investigation.

THE SENATE Interstate & Foreign Commerce Committee will undertake an "inquiry" —not an investigation—into the broadcasting industry, its chairman emphasized last Monday in an appearance before broadcasters in his home state.

Sen. Warren G. Magnuson (D-Wash.) emphasized his constant concern for "the man with the set," when he addressed the annual meeting of the Washington State Assn. of Broadcasters.

Some 75 radio and television executives attended the luncheon, at which the senator was honored for completion of 25 years of public service.

The meeting also marked the occasion for the state broadcasters' farewell to their association executive secretary, Carl Downing, who is due to join Sen. Magnuson's staff this week.

In his informal remarks to the assembled broadcasters, the senator stated his view of the "problems" which would come before his committee during its inquiry.

The luncheon was filmed for later telecast on KING-TV Seattle and KTNT-TV Tacoma and the talk was tape-recorded by ElectriCraft, Seattle, as a service to the broadcasters.

Citing television as "the greatest medium of expression the world has ever known," Senator Magnuson referred briefly to the following "problems," although he offered no solutions nor even hints as to his attitude in most cases:

SEN. WARREN G. MAGNUSON (D-Wash.) is the surprised recipient of a cake marking the completion of twenty-five years of public service, when he appeared as the principal speaker at the annual meeting in Seattle April 11 of the WSAB. Presenting it is Elroy McCaw, WSAB president and owner of KTVW (TV) Tacoma.

- Satellite stations.
- The movie industry, and pay-as-you-see television.
- Programming, with emphasis on the fact that radio-tv goes into the home.
- Manufacture of sets with all-channel tuning. ("If the manufacturers agree with each other, that's monopolistic, but if they agree with me to make all-channel receivers, there's no grounds for prosecution.")
- "Monopolistic controls" at the network level.
- Political campaigns. ("They will now cost twice as much, because of the expense of television, yet it is the greatest medium ever known.")
- The Federal Communications Commission. ("I could be critical here of the FCC; I have been in the past. FCC is a most important federal agency today, because the broadcasters touch everyone, go into every home.)
- Tolls. ("I don't know whether they're too high or too low, but I'm sure the telephone company will make a good case.")

The speaker remarked that he had asked former Sen. C. C. Dill (D-Wash.) to re-examine the Communications Act, after 20 years of operation. Sen. Dill was author of the original measure in 1934.

No WPA for Uhf

Discussing the problem of very high versus ultra high channels, he commented: "I don't want a WPA for uhf."

In the business session following the luncheon, members of WSAB re-elected all incumbent officers and board members for the year ahead. They are: president, Elroy McCaw, KTVW (TV) Tacoma; vice president, James Murphy, KIT Yakima, and secretary, Allen Miller, KWSC Pullman. Board members re-elected: Gene Williams, KSPO Spokane; Leo Beckley, KBRC Mt. Vernon; Joe A. Chytil, KELA Centralia, and Archie Taft Jr., KOL Seattle.

HERE'S HOW TWO SURVEYS MEASURE WOW-TV, OMAHA!

5 Of The TOP 6 Local Shows Are On WOW-TV!

(Daytime Multi-weekly • Monday thru Friday)

SHOW	STATION	HOOPER POSITION	Feb.1955 RATING	ARB POSITION	Feb. 1955 RATING
TRAIL TIME	WOW-TV	FIRST	35	FIRST	27.9
SNICKER FLICKERS	WOW-TV	SECOND	24	SECOND	18.0
MOVIE MATINEE	WOW-TV	THIRD	20	THIRD	16.7
CONNIE'S KITCHEN	WOW-TV	FOURTH	16	SIXTH	8.0
NOON EDITION	other	FIFTH	14	FIFTH	9.4
NEWS, FARM & WEATHER	WOW-TV	SIXTH	13	FOURTH	9.4

HERE'S ANOTHER WAY SAME SURVEYS MEASURE US!

WOW-TV LEADS in Quarter Hour Ratings

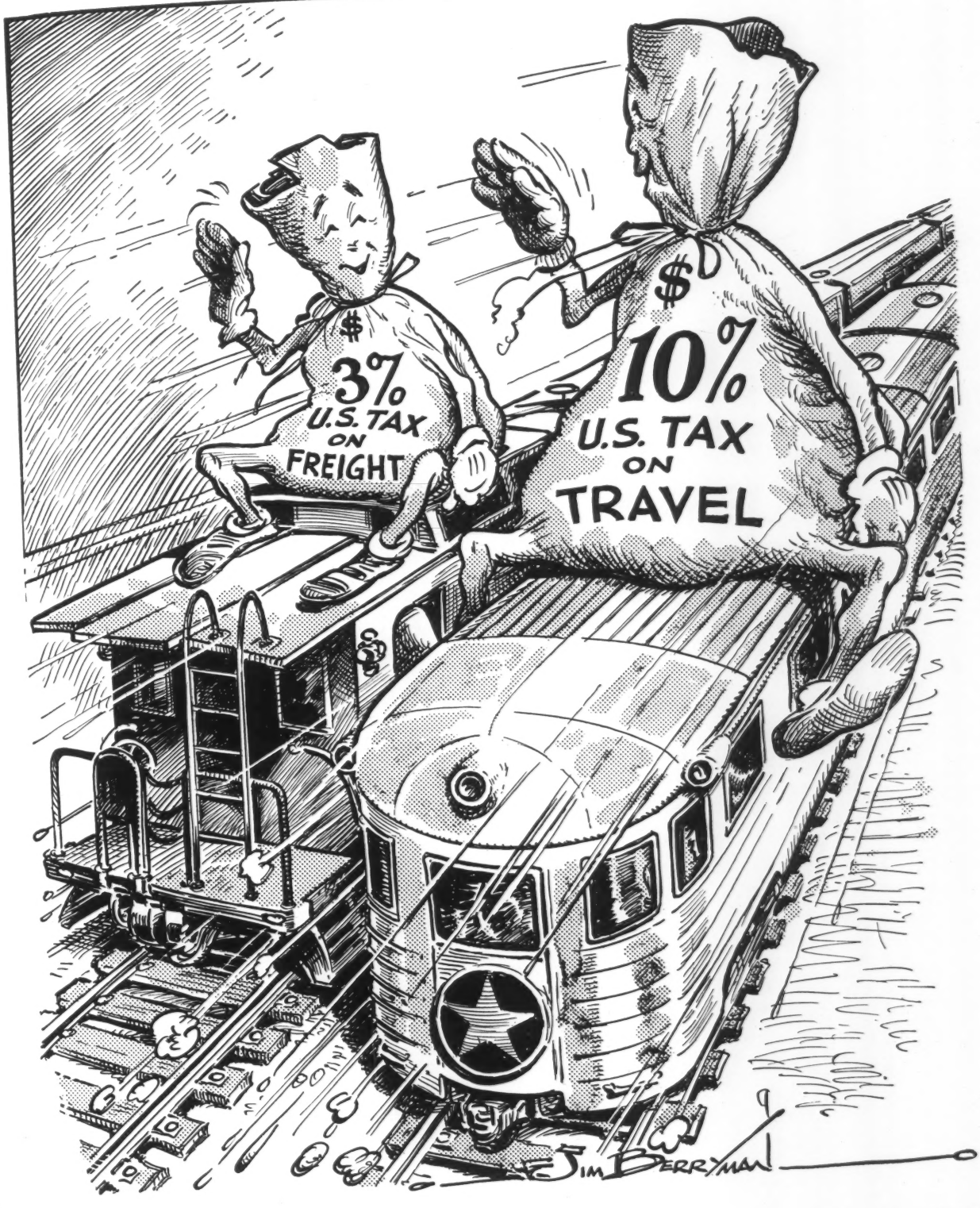
(Noon til Midnite • Monday thru Friday)

Ask your Blair-TV man or write WOW-TV for spot availabilities in or adjacent to these TOP RATED programs and the HIGH RATED Noon to Midnite period!

WOW TV- Omaha Channel 6

A Meredith Station • Max. Power • Affiliated with "Better Homes & Gardens" & "Successful Farming" Magazines • Frank P. Fogarty, Vice President & General Mgr.

EXCESS BAGGAGE



for the ASSOCIATION OF AMERICAN RAILROADS

Fellows Cites Tv's Impact on Politics

TELEVISION has brought about "an almost cataclysmic change" in political campaigns, NARTB President Harold E. Fellows said Thursday in an address to the annual convocation of the College of Business Administration, Drexel Institute of Technology, Philadelphia.

Edward R. Murrow, CBS commentator, was presented with the college's annual award. The entire convocation was devoted to the tv industry. Other participants included Donald Thornburgh, president of WCAU Philadelphia, who moderated a panel consisting of Dr. Irving Wolf, vice president, RCA Labs; Dr. Courtnay Pitt, vice president, Philco Corp.; Hodge C. Morgan, general sales manager, Bendix Corp. tv broadcast receiver division, and Ernest Lee Jahncke Jr., ABC vice president.

Mr. Fellows said tv's influence on political life will contribute to greater competence in public office and to a better understanding of government. He said it is not yet possible in tv's brief existence to pinpoint the effect of individual types of programming on isolated segments of the audience but added that the total political, economic and social impact on our lives can be appraised.

Reviewing the political impact of tv, he said the first real event of national significance was the Kefauver crime hearings, followed by the political conventions, coronation of the Queen, inauguration of President Eisenhower and the Army-McCarthy hearings.

As to campaigning, Mr. Fellows said tv has brought "a new technique in soliciting the confidence of the voter—persuasion by logic, not by forensics alone." He said radio has already done its part in the preceding two decades to convince candidates that "stump speaking, to all intents and purposes, was a lost art in modern day politics."

One of the most puzzling aspects of tv's impact upon public life relates to the admissability of cameras to the coverage of public legislative hearings, Mr. Fellows said, with broadcasters believing they have the right to cover under the Constitution, which adjures against abridgment of freedom of speech.

"If the benches in public hearing rooms, which will accommodate 200 of our citizens, are available to the general public," Mr. Fellows declared, "does not the proposition hold that the seating capacity should be expanded to millions through the magic of electronics?"

As to the social impact of tv, Mr. Fellows said: "The people themselves have been responsible for the rapid development of television in this nation—a growth so dramatic that today there are more tv sets in the Houston, Tex., market than there are in any other nation of the world, except Great Britain and Canada."

Commercial telecasters are aware of the need for education, Mr. Fellows pointed out, but the challenge of teaching through tv is but one of those facing the medium. Television's license to operate "in the public interest, convenience or necessity" assumes that tv should entertain as well, "for in this respect," he said, "it is unique as a mass medium in its capacity to lift up and maintain the morale of the people, especially in such critical times as those we have endured here and throughout the world for some years."

Mr. Fellows said the advertiser's dollar was the best evidence of tv's economic impact. Pointing out that network television alone scored a thumping 40.7% gain in advertising revenue in 1954 over 1953, he said it may well be that "television is on the eve of becoming the greatest single advertising instrumentality in the nation."

"Our economy is so geared," he continued, "that the need for more advertising is critical—for more advertising means more sales and more sales means more production and thus more jobs."

WHK's Joseph Beres Gets RAB Sales Award

TROPHY for the month of February in the "Best Salesman of the Month" contest sponsored by Radio Advertising Bureau, New York, has been awarded to Joseph A. Beres, account executive at WHK Cleveland. Second place was won by H. R. Hurd, sales manager, KWNO Winona, Minn., and third place by Florence Gardner, station manager of KTFI Twin Falls, Idaho.

Mr. Beres' award-winning sale involved the purchase of 30 five-minute programs and 10 15-minute shows a week on WHK by the Greater Cleveland Dodge Dealers Assn., according to Kevin Sweeney, president of RAB.

Second-place prize went to Mr. Hurd for a sale made to the J. R. Watkins Co., a house-to-house selling organization, which consisted of a special event and public service package based on the RAB presentation, "How to Be a Hero in Your Own Home Town." Mr. Watkins, head of the firm, bought a series of 29 broadcasts on KWNO, 10 of them remotes, to promote a public relations campaign telling the history of the company.

Miss Gardner sold all chain breaks to Sundries Centers, every day, in the soap serial block of shows on KTFI from 1:30-3:30 p.m. The company is using the breaks to tell where the drug and household products advertised on the network serial can be purchased.

WOWL President Biddle Picked as Ala. Group Head

RICHARD B. BIDDLE, president of WOWL Florence, Ala., was elected president of the Alabama Broadcasters Assn. April 9 at Montgomery [B•T, April 11]. Other officers elected were Julian C. Smith, WAGF Dothan, vice president, and William H. Miller, WGYV Greenville, secretary-treasurer.

Two new directors were elected—William Mapes, WOWL, and Hugh M. Smith, WCOV Montgomery. Named to the board to fill vacancies created by election of Julian C. Smith and Mr. Miller were Jess Jordan, WTBF Troy, and T. H. Gaillard Jr., WPBB Jackson.

Fall meeting of ABA will be held Oct. 8 at U. of Alabama.

Pa.-Del. AP Elects Woodland

CECIL WOODLAND, general manager, WQAN Scranton, was elected president of the Pennsylvania-Delaware Associated Press Broadcasters Assn. at the group's first annual meeting, held last fortnight at WQAN. He succeeds Roy Morgan, WILK Wilkes-Barre. I. A. Bernat, news director of WRAK Williamsport, was elected vice president.

Iowans Plan Meeting

ANNUAL meeting of Iowa Broadcasters Assn. will be held June 12-14 at Crescent Beach Lodge, Lake Okaboji, according to Ernest C. Sanders, WOC-TV Davenport, IBA president. Other IBA officers are Walter Teisch, KOEL Oelwein, vice president; Bill Baldwin, KSO Des Moines, secretary-treasurer, and Edward Breen, KVFD Fort Dodge, legislative chairman. Ben Sanders, of KICD Spencer, is handling arrangements for the meeting.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

ULTRA-MODERN WSLI-TV GOES G-E ALL THE WAY!

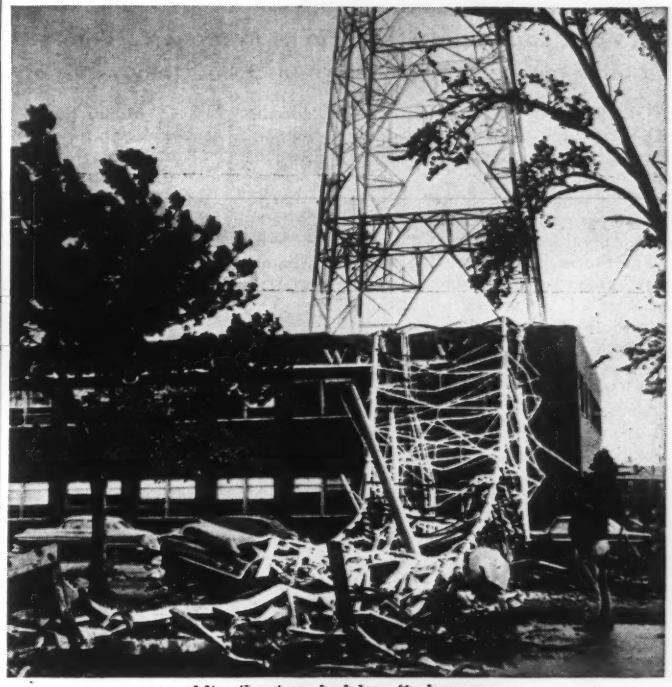
Front view of WSLI-TV studio-transmitter building composing some 10,000 square feet of floor space and located 4.5 miles from the heart of the city.

This Jackson, Mississippi, station decided that G-E transmitting and studio equipment (a complete installation) is the sure way to get the most up-to-date, dependable gear...and at the same time follow the completely modern motif of its television "plant". With 214,000 watts effective radiated power from its antenna 700 feet above average terrain, station executives state that WSLI-TV is rapidly becoming the dominant station for Central Mississippi and Eastern Louisiana. This television station is the big sister of WSLI radio, which has been the top radio outlet in Jackson for over 15 years, and is Mississippi's only full-time 5,000 watt radio station operating today.

WSLI-TV operates from its combined studio-transmitter-office building on Robinson Road Extension. The ultra modern plant is completely air conditioned, containing 10,000 square feet of working area. Chief Engineer C. A. Perkins, who has served the licensee, Standard Life Broadcasting Company, in that capacity for 15 years, supervised the technical installation of the General Electric-equipped plant, which includes the following:

- **20 KW Transmitter**
- **Batwing Antenna**
- **Studio Camera Chains**
- **Film Camera Chain**
- **Synchro-Lite Projectors**
- **Plus the latest G-E studio switching, monitoring and test equipment.**

Inside the large modern studio, C. A. Perkins, chief engineer, and Owens Alexander, operations manager, look over a General Electric studio camera outstanding for its clarity, dependability and smooth mobility.



After the storm had done its damage.

G-E QUICK-SERVICE FIGURES IN THE "MIRACLE" AT WBZ-TV

Back on the air less than 9 hours after hurricane toppled tower...back to full power in less than 28 days

When hurricane Carol crashed the 656-foot tower of WBZ-TV, Boston, Mass., the station had to act quickly to restore television service. The storm had barely passed when Jack Painter, sales manager for G-E Broadcast Equipment in the New England district, and the G-E headquarters, Electronics Park, Syracuse, N. Y., were giving all-out assistance to this fine Westinghouse station.

With the cooperation of General Electric Product Service engineers and Westinghouse engineers, the station's staff completed repairs on the transmission line to the 216-foot auxiliary tower. 8 hours and 57 minutes after Carol's mightiest blow, WBZ-TV returned to the air and promptly presented programs of the hurricane's damage throughout New England, and returned to its normal schedule of programs.

2 days later a new 46-foot antenna was ordered from General Electric, who worked around-the-clock shifts. In 15 days G.E. built, tested, and delivered an antenna which ordinarily would take 45 normal working days to complete. After checking across the nation for a new transmitter, the station purchased a G-E 35 KW, which was promptly shipped from the G-E plant, Syracuse, N. Y. Less than 28 days after hurricane Carol struck, WBZ-TV was transmitting with full power using its new General Electric transmitter and antenna.

This station found that G-E factory and field service can perform equipment miracles to get back on the air promptly when an emergency strikes.

GENERAL ELECTRIC

STORER WANTS MIAMI ALL-U, BUT WILL APPLY FOR V THERE

Broadcaster, now operating uhf WGBS-TV (NBC), asks FCC to shift vhf competitor WTVJ (TV) to ch. 39 and freeze initial decisions for chs. 7 and 10 pending outcome of petition. Uhf colleague WITV (TV) Ft. Lauderdale (ABC) joins in request. Both say they'll have to quit if market isn't de-intermixed and they lose network affiliations.

STORER BROADCASTING Co. asked the FCC last week to de-intermix Miami, Fla., by deleting all vhf channels except the reserved, educational ch. 2.

At the same time, Storer announced that it was preparing an application for ch. 10 Miami to be submitted "in a few days."

The Storer petition seeking to make Miami-Fort Lauderdale an all-uhf commercial market was one of six de-intermixture petitions filed with the FCC last week.

Others involved Spartanburg, S. C.; Sacramento, Calif.; Jacksonville, Fla.; Baton Rouge-New Orleans; Hartford-Norwich, Conn.

Storer urged that the FCC delete chs. 4, 7 and 10 from the Miami allocation. This would leave ch. 2 reserved for educational use, and chs. 23, 33 and 39.

It asked that the FCC order pre-freeze ch. 4 WTVJ (TV) Miami to move to ch. 39, and that the present pending initial decisions for chs. 7 and 10 be "frozen" pending the outcome of its petition.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, holds an initial decision for Miami's ch. 7. WKAT Miami Beach holds an examiner's recommendation for Miami's ch. 10.

Should chs. 7 and 10 receive final approval and begin operations, Storer said, both the Storer-owned ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale would have to suspend.

WITV joined Storer in the petition.

Reasoning for this dire outlook, Storer said, was this:

WTVJ is the CBS station in Miami. WGBS-TV now holds the NBC affiliation, and WITV the ABC affiliation. Both Storer and Gerico Investment Co., owner of WITV, have been informed, Storer said, that when chs. 7 and 10 begin operating, the uhf stations will lose their affiliations. NBC has been promised to ch. 7 and ABC to ch. 10, the petition said.

"Under the circumstances," the petition read, "both Storer and Gerico are compelled to state that they will be forced to discontinue [their] operations immediately upon termination of their NBC and ABC network affiliations. . . ."

Both uhf outlets have network affiliation contracts with 90-day cancellation clauses, it was pointed out.

In a sweeping anaylsis of the uhf problem, Storer flatly said that there is no future in uhf unless area de-intermixture is accomplished soon by the FCC.

The brief said that if the rate of uhf's decline continues as at present and the FCC continues to grant vhfs in uhf areas, uhf will be practically 100% extinct in another 12 months.

The Miami-Fort Lauderdale area is an "ideal" location for de-intermixture to uhf only, the petition said. The terrain is flat, uhf coverage at full power is almost the equivalent of vhf's coverage, there is no interference problem from Cuban tv stations as there is on vhf channels, and there are no competitive vhf signals from outside stations.

The incentive to convert to uhf has been seriously impeded by announcement of the chs. 7 and 10 initial decision, Storer said. After two years of service in Miami-Fort Lauderdale, the brief said, the area is 51.5% converted. WGBS-TV's predecessor, WFTL-TV Fort Lauderdale, began operating on ch. 23 in April 1953; WITV in November 1953.

At the present rate, it will take another 15 months to attain 100% conversion, the brief said. De-intermixture would hasten 100% conversion by three months, it continued.

Key to uhf's problem, Storer said, is the advertisers' attitude that uhf is an inferior service. It will take five years or longer to overcome this disability, it declared.

Announcement that Storer was preparing a ch. 10 application was made in an opposition filed with the U. S. Court of Appeals in Washington against an FCC request that the court delay issuing its mandate in the multiple ownership case.

Last February, the appellate court ruled that the Commission could not fix a definite cutoff on ownership of tv stations [B•T, Feb. 28]. In that decision, the court declared that it was sure the FCC would give Storer a hearing on its 1953 application for Miami ch. 10. Storer's application was refused on the ground that it held the then limit of five tv stations.

The FCC is preparing to ask the Supreme Court to review the multiple ownership decision, and had been granted a 30-day postponement of the mandate from the court pending this appeal. This delay ran out last week and the Commission asked for another extension. It was to this that Storer objected.

Storer held that if the Commission delayed further, it might in the interim finalize the ch. 10 initial decision, thus leaving no vacancy for which Storer could apply.

Two Miami Buys

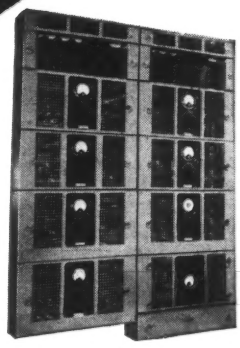
Storer bought ch. 23 WFTL-TV Fort Lauderdale last December. It also bought the permit for WMIE-TV Miami. These are now WGBS-TV. Storer also owns ch. 27 KPTV (TV) Portland, Ore., in addition to five vhf stations in Detroit, Toledo, Atlanta, Birmingham and Cleveland.

Storer's recommendation to de-intermix was in line with George B. Storer's letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last month [B•T, March 28].

Other de-intermixture petitions last week were:

WAIM-TV Anderson, S. C., ch. 40, affiliated with CBS, asked that Spartanburg ch. 7 be deleted and moved to Columbia, S. C., and Knoxville, Tenn., in place of Columbia's chs. 25 and 67 and Knoxville's ch. 26. It proposed that ch. 7 WSPA-TV Spartanburg be shifted to ch. 17 there, that WTSK-TV Knoxville be moved from ch. 26 to ch. 7 and that ch. 25 WCOS-TV and ch. 67 WNOK-TV Columbia be assigned sharetime to ch. 7 there.

WSPA-TV's move of its transmitter from



A.S.E. can switch channels

in the blink of an eye...

to keep your

picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

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Providing transmission channels for intercity television today and tomorrow

Hogback Mt. to Paris Mt., near Greenville, S. C., has been the subject of litigation for a year. A recent appellate court decision sent the case back to the FCC to give protestants WAIM-TV and ch. 23 WGVL (TV) Greenville a hearing on their protests. This is scheduled to begin April 25.

KCCC-TV Sacramento, ch. 40, affiliated with NBC and ABC, asked that the educational reservation be changed from ch. 6 to ch. 40 and that it be permitted to move to ch. 6, making Sacramento an all commercial vhf city. As an alternative, KCCC-TV recommended that ch. 3 be moved from Sacramento in order to make the city an all commercial uhf city. This would involve channel switches with Modesto and Red Bluff, Calif.

KCCC-TV said it had spent $500,000 putting the station on the air and that it was about $400,000 in the red since beginning in September 1953. It said that when ch. 10 KBET-TV went on the air, it lost about $4,000 a week in national spot accounts. It also lost the CBS affiliation to KBET-TV, the uhf station said. The NBC affiliation will be lost to the ch. 3 grantee, KCCC-TV said.

In the ch. 3 case, the FCC issued a final decision favoring KCRA Sacramento and denying KXOA there.

ABC's Contract Offer

In discussing its affiliation problems, KCCC-TV said ABC offered a non-exclusive affiliation, but asked for 22 free hours per month, plus payment of about $1,200 a month for microwave charges.

WJHP-TV Jacksonville, Fla., ch. 36, an NBC affiliate, asked that the educational reservation for Jacksonville's ch. 7 be shifted to ch. 36 and that it be permitted to move to the vhf channel. This would make Jacksonville all commercial vhf, it pointed out.

WJHP-TV said it had spent $550,000 in building its station and that since December 1953 it had secured a 66% conversion but suffered a cumulative loss of $300,000. It said it had been told it would lose its NBC affiliation when the ch. 12 case was finally decided. There is an initial decision outstanding for ch. 12 in favor of WPDO Jacksonville. CBS-affiliated WMBR-TV Jacksonville operates on ch. 4, and Southern Radio and Equipment Co. holds a cp for ch. 30. There is an application pending by an educational group for ch. 7.

WAFB-TV Baton Rouge, ch. 28, CBS, ABC and DuMont affiliated, supported the petition filed last month by ch. 61 WJMR-TV New Orleans. This contemplates moving Baton Rouge's ch. 2 to New Orleans and New Orleans' ch. 61 to Baton Rouge. This would make New Orleans an all commercial vhf market and Baton Rouge an all commercial uhf market.

WICH Norwich, Conn., injected itself into the Hartford de-intermixture picture by asking the FCC to move Hartford's ch. 3 to Norwich. The FCC two weeks ago issued a rule-making proceeding on previous requests to delete Hartford's ch. 3 [B•T, April 4].

Columbia Amusement Favored For Ch. 6 at Paducah, Ky.

GRANT of ch. 6 Paducah, Ky., to Columbia Amusement Co. and denial of Paducah Newspapers Inc. (*Paducah Sun-Democrat*-WKYB-AM-FM) was proposed in an initial decision last week by FCC Hearing Examiner William G. Butts.

Mr. Butts said he favored the Columbia applicant in order to promote diversification of the media of communications. He also said that Columbia was to be preferred because it proposed a better non-network, educational program schedule.

Columbia is owned by John W. Keiler II and family. The company owns seven motion picture theatres in and around Paducah.

Paducah Newspapers also holds a 25% interest in WFRX West Frankfort, Ill.

Protests Over WDNH Grant Prompt Hearing for April 27

FCC has ordered a hearing April 27 on the protests of WWBH Rochester, N. H., and WVDA Boston against the January grant of 1270 kc, 5 kw, directional antenna, to WDNH Dover, N. H. Issues involve interference to WVDA and concentration of control.

WDNH is owned by Granite State Broadcasting Co., whose principals also own or have interests in WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover, all N. H., and WMTW (TV) Poland Spring, Me. (Mt. Washington). Claim is also made that H. Scott Killgore, owner of WKXL Concord, N. H., and of WARE Mass., is connected with Granite State through an option agreement to purchase 25% of WDNH. Granite State also operates a regional network in New Hampshire.

WWBH alleged that in January 1954 it received 53% of its total local revenue from Dover advertisers. In December 1954, WWBH said, 46% of its total local revenue was from Dover advertisers. Dover is 10 miles from Rochester, it was pointed out.

Richmond Newspapers Inc. Objects to Ch. 12 Decision

OVERALL objections to the hearing examiner's findings and conclusions favoring the grant of ch. 12 Richmond, Va., to Richmond Television Corp. [B•T, Feb. 28] and a request for oral argument, was made last week by Richmond Newspapers Inc., publishers of *Richmond Times-Dispatch* and *News Leader* (WRNL-AM-FM), which was proposed to be denied.

The Richmond publishing company claimed that the examiner misinterpreted evidence during the hearing and based his conclusions on "erroneous" findings.

At the same time, the FCC's Broadcast Bureau, while agreeing with the examiner's initial decision in favor of Richmond Television, complained that he did not resolve the issue of concentration of communications media.

Richmond Newspapers, the Broadcast Bureau said, not only owned two newspapers and the radio stations in Richmond, but also the *Petersburg Progress Item*, the *Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-AM-FM-TV) and the *Portsmouth Star*, all in Virginia, and controlled the *Tampa* (Fla.) *Tribune* (WFLA-AM-FM-TV).

The Broadcast Bureau also took issue with the examiner's implications that theatre holdings can be equated with newspapers as a mass communications medium. It also held that motion picture exhibition experience cannot be found significant for tv operation.

Richmond Tv is 60% owned by Larus & Brothers Co. (WRVA Richmond) and 40% owned by Morton G. Thalhimer and associates who own motion picture theatres in Virginia.

WJRT (TV) Transmitter Site Approved by FCC Last Week

PERMISSION for WJRT (TV) Flint, Mich., to locate its transmitter 20 miles northwest of that city was given last week by the FCC.

At the same time, the FCC denied a joint petition by WFDF Flint and W. S. Butterfield Theatres Inc., also Flint, objecting to the grant to WJRT of an extension of time to construct its station. WFDF and Butterfield are unsuccessful applicants for the ch. 12 facility in Flint. They have appealed the FCC grant to the U. S. Court of Appeals. WJRT, owned by WJR Detroit, originally planned to place its transmitter south of Flint toward Detroit. The new site eliminates the complaint that WJRT intended to operate as a Detroit-Flint station.

WTVG (TV) Gets Extension, Earns Frown for Uhf Doubts

WTVG (TV) Mansfield, Ohio, was granted an additional six months to build its ch. 36 station but two Commissioners didn't like its attitude regarding uhf.

In granting the Mansfield station's extension of time, the FCC found wanting charges made by the *Mansfield Journal* that Fergum Theatres Inc., the grantee of WTVG, had not made an effort to begin construction. *Mansfield Journal* had been an applicant for the same facility but withdrew its application prior to the hearing.

FCC Chairman George C. McConnaughey and Comr. John C. Doerfer dissented because WTVG responded to a Commission inquiry regarding these charges that although it desired the extension and intended to build, it was dubious about the future of uhf television.

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• Houston, Texas — 2700 Polk Avenue — Atwood 8536
• Los Angeles, Calif. — 7501 Sunset Blvd. — Hollywood 2-6351
• Atlanta, Georgia — 1133 Spring St., N. W. — Elgin 0369
• New York, International Div. — 13 East 40th Street — Murray Hill 9-0200
• Montreal, Quebec, Canada — Canadian Marconi Co. — Regent 8-9441

FREE STUMP TIME URGED BY BUTLER

Democratic chairman tells Senate subcommittee that candidates should have free time.

DEMOCRATIC National Committee Chairman Paul M. Butler told a Senate Elections subcommittee last week he thought the FCC should require radio-tv networks and stations to give political candidates free air time or that the government should buy the time and give it to the candidates.

Mr. Butler's views met opposition from freshman Sen. Carl T. Curtis (R-Neb.), a member of the subcommittee. Sen. Curtis countered by asking Mr. Butler whether he thought the owner of a meeting hall should donate its use free to a political speaker, or whether a printer should give the candidate free services during election campaigns.

Meanwhile, the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.) has indicated radio-tv industry representatives and FCC Comr. Frieda Hennock will testify at sessions this week (Tuesday and Wednesday) and next week (April 26-27).

NARTB President Harold Fellows will appear tomorrow (Tuesday). NBC Finanical Vice President Joesph V. Heffernan and FCC Comr. Hennock will testify at next week's sessions. Comr. Hennock has advocated that the FCC require free time for political candidates [B•T, April 12, and story page 80]. The subcommittee is holding hearings on a bill (S 636) which would increase the legal ceiling candidates may spend during election years.

Because of the expense of tv, Mr. Butler told the subcommittee, spending limits of political committees during a presidential election year should be increased from the present $3 million to "at least" $6 million. He agreed with Sen. Hennings that tv is "revolutionizing campaigning."

Mr. Butler said he would favor free time for presidential elections for all parties qualifying on a "reasonable basis," adding he would prohibit extra spending on tv or limit the amount spent in addition to free air time.

Sen. Curtis questioned the right to require the tv industry to give free time: "I seriously doubt the authority of the federal government, merely because it can grant or withhold a license, to require them [stations and networks] to give some of their property away without compensation."

Mr. Butler thought radio-tv time should be free, although he admitted the government doesn't regulate newspapers. He said he didn't think a party, because of greater wealth or access to it, should "control the instruments of public information."

Sen. Curtis said that, although networks now provide "public service time," he didn't think they are compelled to do it.

Republican National Committee Chairman Leonard W. Hall also testified, citing tv expenses among others as reason for increasing the ceiling on campaign expenditures.

Mr. Butler cited figures for radio and tv purchases that show that during the 1944 election year Democrats spent $750,000, while Republicans spent $841,600; in 1948, Democrats $493,456 (GOP figures for 1948 were not available); in 1952, Democrats $2,573,517, Republicans $3,447,735. The 1952 figures, he said, were based on reports by 3,000 broadcasters to a questionnaire distributed by Sen. Hennings, and include expenditures by committees other than the two national party committees.

KPLN Told to Cease

THE FCC last week ordered daytimer KPLN Camden, Ark., to cease operations April 30, rescinded its 1953 grant authorizing the transfer of the station from Lee Howard to present owner D. R. James Jr., and set the transfer for hearing May 16.

Commission's action came following a U. S. Court of Appeals decision last year which held that the Commission erred in dismissing a protest against the transfer by KAMD Camden, Ark. The Commission had held that KAMD was not a party in interest.

Last month, the appellate court reaffirmed its ruling after the Commission petitioned for a rehearing.

Sales of Four Ams Approved by Commission

SALES of WENT Gloversville, N. Y.; KAND Corsicana, Tex.; WHBB Selma, Ala., and WBRO Waynesboro, Ga., were among those receiving FCC approval late last week.

WENT was sold by Sacandaga Broadcasting Corp. to WENT Broadcasting Corp. for $85,000. The new owners are Arthur C. Lloyd Jr. (1.7%), general manager; Eileen J. Tobin (1.7%), and Joseph H. Tobin (96.6%).

Control of KAND was transferred to R. E. Lee Glasgow through purchase of 97.8% interest for $40,000 from J. C. West. Mr. Glasgow is general manager of WACO Waco.

Control of WHBB was relinquished by H. H.

Is there a GAP in your TV COVERAGE?

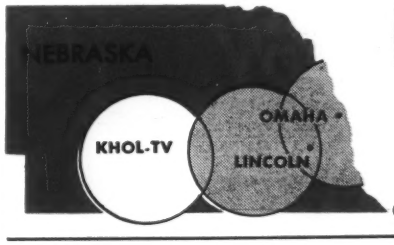
There is a gap—Mr. Advertiser and Mr. Time Buyer—if you aren't using KHOL-TV to reach the 403,300 prosperous people in Central Nebraska.

This 38-county market served exclusively by KHOL-TV has an effective buying power of $505,153,000. High per capita income is based on waterpower, irrigated farming, cattle, and light industry.

In little more than a year, KHOL-TV's strong schedule of CBS-TV, ABC-TV, NBC-TV, DuMont, and popular local shows has captured an entirely new TV market of 128,000 homes.

KHOL-TV's signal, now over 200,000 watts, easily reaches all of this major trading area in Central Nebraska and North Central Kansas.

To take advantage of this important link in Midwestern telecasting contact A. B. McPhillamy at KHOL-TV, or call your Meeker representative today.



KHOL-TV

CHANNEL 13 • KEARNEY, NEBR.

Owned and operated by BI-STATES COMPANY
AL McPHILLAMY, Sales Manager

JACK GILBERT, Station Manager
Phone Axtell, Nebr.
SH 3-4541

CBS • ABC • NBC • DUMONT • NETWORKS

Hopson through sale of 22½% interest for $22,500 to John Townsend, manager of WGWC Selma. Mr. Hopson retains 31% interest.

At Waynesboro, WBRO was sold for $31,500 to brothers Carl and Harrod A. Pugh. Carl Pugh is former chief engineer at WMSL Decatur, Ala.

In a stock transaction, Patrick J. Stanton assigned WJMJ Philadelphia to WJMJ Broadcasting Corp., in which he retains 60% interest. Remaining interest now is held by James T. Duffy Jr., in lieu of $20,000 loan.

At New Bern, N. C., WHIT was assigned to its general manager, Ray D. Williams, under five-year lease from owner Coastal Broadcasting Co. at $6,000 a year. (For details of other ownership changes see FOR THE RECORD, page 108.)

Senate Okays $85,000 Added Funds for FCC

THE SENATE last Thursday passed a House-approved supplemental appropriations bill for fiscal 1955 (HR 4903) giving the FCC an additional $85,000 to maintain its current staff of about 1,030 employes through the current fiscal year. The measure was amended by the Senate and goes to Senate-House conference, but the FCC funds are not affected.

Meanwhile, the Senate Appropriations Committee last week planned hearings to begin May 2 on the Independent Offices Appropriations Bill (HR 5240) for fiscal 1956. This bill, passed by the House [B•T, April 4], provides a fiscal 1956 FCC budget of $6,870,000, an increase of $170,000 over the $6.7 million recommended in the President's budget.

Of the $170,000 increase, $80,000 would be used for an FCC investigation of the broadcasting industry, particularly networks (see story page 80), and the balance of $90,000 would be used to maintain the FCC's current staff level.

The $85,000 supplemental funds for fiscal 1955 were approved by the House and Senate after FCC testimony that the present staff strength is needed to continue work on the FCC's applications backlog, particularly in t [B•T, April 4, March 28].

KTVX (TV) Denies Charges by Stations

CONTESTING claims by two Tulsa tv stations that it was misleading the public and advertisers by claiming to be a Tulsa station, ch. 8 KTVX (TV) Muskogee, Okla., last week filed an opposition to charges by KOTV (TV) and KVOO-TV Tulsa [B•T, April 4].

The two Tulsa stations asked that the FCC issue a cease and desist order. They claimed KTVX promoted itself as a Tulsa station through advertising, program logs, station announcements, etc.

In a detailed reply to the allegations, KTVX held that there was nothing wrong in promoting itself as an eastern Oklahoma market station—more commonly known as the Tulsa market. It said that if the activities complained of were considered unfair trade practices, the objectors should appeal to the Federal Trade Commission and not to the FCC. It said it not only promoted itself in Tulsa, but also in more than 35 other eastern Oklahoma cities.

KTVX, owned by the same interests (Griffin) as KTUL Tulsa, KFPW-AM-FM Fort Smith, Ark., KOMA and 50% of KWTW (TV) Oklahoma City and KATV (TV) Pine Bluff, Ark., said there was a logical relationship between its merchandising offers and the Griffin grocery chain. An incorrect contour map had been corrected, the ch. 8 Muskogee station said. A trade promotion brochure was made up by its representatives, KTVX said, and gave some erroneous impressions.

Incorrect station identifications have now been corrected; they were based on a faulty interpretation of FCC regulations, KTVX said.

KTVX said it had spent $150,000 to build studios in Muskogee and another $150,000 to equip these studios. It never announced it was going to build in Tulsa, KTUX said.

Three Tv Arguments Scheduled for May 2

ORAL arguments on three initial decisions involving tv grants were scheduled for May 2 by the FCC last week. Involved are Miami ch. 7, Peoria ch. 8 and Norfolk ch. 10.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, was favored by the examiner in the Miami ch. 7 hearing [B•T, Jan. 24]. Competing applicants are East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

WIRL Peoria was favored by the examiner in the Peoria ch. 8 hearing [B•T, Nov. 22, 1954]. Unsuccessful competitor is WMBD Television.

Beachview Broadcasting Corp. was favored by the examiner in the Norfolk ch. 10 hearing [B•T, Jan. 3]. Opposition applicant is WAVY Portsmouth, Va.

KANSAS IS BUILDING!
Kansas construction is up 33.4% !† Barns, houses, granaries, machine sheds are springing up like mushrooms after a rain. Maybe you don't sell anything that's connected with building
BUT . . .
Farmers who can build barns like this one have the cold, hard cash to buy YOUR PRODUCT. And WIBW can arouse their interest in YOUR PRODUCT . . . create desire . . . and stir them into ACTION. You see, WIBW has been the radio station Kansas farm families have listened to *most* since 1927.*
† Kansas Business Review, Jan. 1955.
* Kansas Radio Audience, 1954.
TOPEKA, KANSAS
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REMEMBER, "SCOTCH" IS A BRAND NAME FOR TAPE!
EITHER SAY... "SCOTCH" BRAND TAPE...
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SAY "SCOTCH" BRAND TAPE!
REMEMBER TO PUT "BRAND" AFTER "SCOTCH" WHEN YOU MENTION TAPE!

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

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FCC ASKS HOUSE COMMITTEE TO AMEND ACT, SANCTION HIRING OF 'EXPERTS'

Commission Chairman McConnaughey asks that FCC members be allowed to consult with top staff personnel in cases designated for hearing. Comr. Hennock wants free time for political candidates.

THE HOUSE Interstate & Foreign Commerce Committee was asked by the FCC last week to take action on proposals to amend four sections of the Communications Act and to sanction specifically the employment of "outside" experts for the Commission's hoped-for $80,000 study of network operations.

The group also was asked by the FCC's self-styled "dissenting commissioner," Frieda B. Hennock, to block the FCC's new daytime skywave rules, legislate for tv towers of 1,000 feet or less, do something about "monopoly" by tv networks (including pre-emption by the committee of the planned FCC study), make the FCC force the radio-tv industry to give free time to political candidates and mandate an FCC study of crime and commercial content of tv programming with denial of license renewals to offenders.

FCC Chairman George C. McConnaughey, in a prepared statement and in answer to questions, made these points:

• **Sec. 309 (c) of the Communications Act** should be amended to permit the FCC, at its own discretion, to (1) allow a tv station which has received a non-hearing grant to go on the air pending the outcome of any protests filed against the grant and (2) to decide on the issues which will be brought to hearing in protest cases. Such a bill has been introduced in the Senate [B•T, April 14].

• **Sec. 409 (c)** should be amended to allow FCC members to consult with top staff personnel in cases designated for hearing. (Mr. McConnaughey presented a suggested amendment, which, however, has not yet been approved by the FCC membership.) The FCC chairman has reiterated that "we are completely isolated" from "the people hired to give us assistance."

• **Sec. 5 (c)** (which limits the functions of the FCC's review staff) also should be amended to utilize the additional manpower. Mr. McConnaughey said the FCC will present a recommended amendment.

• **A third "strong" tv network.** Mr. McConnaughey, answering a question from Chairman J. Percy Priest (D-Tenn.), said ABC has been on the "upturn" for the past 12 months and should reach a competitive position with NBC and CBS.

• **Hiring of "outside" help.** The FCC chairman asked the committee to introduce a resolution specifically authorizing the FCC to hire non-civil service experts to conduct the proposed FCC study (funds for which have been approved by the House and are now before the Senate) (story page 78). The top salary of $9,000 authorized under civil service isn't enough to attract the kind of help needed, Mr. McConnaughey said.

• **Scope of the proposed study.** Mr. McConnaughey thought the probe should encompass not only the networks, but the entire industry, including advertising and talent agencies, sponsors, film producers and distributors and others.

• **Subscription tv.** He said the FCC has issued rulemaking, called for comments by May 9 and will hold a hearing and oral arguments afterward.

• **Free or low-priced radio-tv political time.** Mr. McConnaughey flatly opposed either as being contrary to the free enterprise system.

• **Tall tv towers.** He said the FCC should have the final responsibility for determining heights, as at present.

• **Applications backlog.** He said the tv backlog is being whittled down, but urged congressional approval of a bill authorizing the FCC to impose fines in violations of FCC rules by non-broadcast stations. Comr. Rosel Hyde told the committee there is increasing danger of a big backlog among these applicants if they use the FCC's present protest rule against each other in competition for frequencies.

• **The FCC's daytime skywave rules.** Mr. McConnaughey admitted, under questioning from Rep. William L. Springer (R-Ill.), that he didn't know what the effect of the skywave rules would be. The rules were tentatively adopted last January [B•T, Feb. 1], but the FCC has not decided how to apply them (story page 84).

Mr. McConnaughey said if the $80,000 is approved for the study, the FCC immediately will start to hire outside experts to work with FCC staff members in the probe. Involved would be a study of the network rules, some travel and rulemaking, he said, with the study going into all facets of network operation. He predicted ABC would grow into a third "strong" tv network and said there might be a fourth.

Comr. Hyde said 70 protests of tv grants have been filed with the FCC, with about 20 cases set for hearing. The others have been denied, dismissed or have been withdrawn.

Staff, Commission Divorced

Mr. McConnaughey said Congress had gone too far in "isolating" FCC members from assistance by the general counsel, chief engineer and chief accountant in adjudication cases. Rep. Oren Harris (D-Ark.), who is chairman of the committee's Transportation & Communications Subcommittee, said that when the McFarland amendment was passed in 1952 there had been allegations that the FCC staff was "running the Commission."

Mr. McConnaughey replied that Congress should "kick out" the commissioners, not "pass a bad law."

The FCC chairman said the tv backlog is being worked off.

Comr. E. M. Webster said there had been no complaints on tall towers until recently when the military "arbitrarily" began objecting to tv towers of more than 1,000 feet.

FCC Broadcast Bureau Chief Curtis Plummer said three tall tower cases are in controversy (at Enid, Okla., Roswell, N. M., and Selma, Ala.) with a fourth (Louisville, Ky.) still being considered by a regional airspace subcommittee.

Rep. Harris said the country is faced with a tall tower dilemma caused by the expansion of both tv and aviation.

Rep. Morgan Moulder (D-Mo.) said he was in favor of subscription tv, without which, he said, "many tv stations can't survive." He said only a few large advertisers can continue to buy tv time under the present system.

Rep. Moulder also said he favored cheaper radio-tv time costs for political candidates, with a higher rate for commercial time. He complained that a one-minute spot costs "almost as much" as a quarter-hour of time.

Comr. Hennock, who dissented from the FCC's skywave rules, predicted that few daytime stations can go on the air when the rules are invoked.

She said a tv station's power is increased "three and four" times when its tower height is increased and said some vhf stations "cover 12 states," fostering the "monopoly gripping the tv industry."

She said manufacturers are making the "wrong" (vhf only) sets at the rate of 20,000 a day and "no one in Congress seems to know about it." She added, "I'm behind an electronic curtain."

Answering a question from Rep. Martin Dies (D-Tex.), she said the tv industry should be investigated. Tv sets are being bought by the poorer people. "They bought them instead of milk, you know," she added. She said the investigation should be made by "this committee and the Senate committee," terming the FCC the "wrong agency."

'Not Even Crumbs'

Advocating free radio-tv time for congressmen, she said, "You are not even getting the crumbs."

Rep. Dies said he was appalled at the mounting cost of tv time, and that in 25 to 30 years nobody can run for office except millionaires, or someone "subsidized by a billionaire." But when Comr. Hennock told him "You are entitled to free time," he replied: "I wouldn't go that strong."

Comr. Hennock reiterated her proposal, made to the Senate Juvenile Delinquency Subcommittee [B•T, April 14], that the FCC screen tv and radio programs and deny licenses to stations which carry crime programs and an excess of commercials.

NBC-TV's Robert Button Named to Post With Voice

ROBERT E. BUTTON, NBC-TV account executive who has been on leave for the past year serving as a consultant in the Defense Dept., has been appointed deputy assistant director for broadcasting of the U. S. Information Agency.

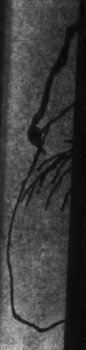
Mr. Button fills a vacancy in the Information Agency's Voice of America created when Edward F. Lenthen Jr. resigned last fall to return to his CBS post [B•T, Oct. 25, 1954], according to J. R. Poppele, USIA assistant director and head of VOA.

WWBZ Petition Answer Filed

OPPOSITION and counterreply to objections have been filed with the FCC on the petition of WWBZ Vineland, N. J., that its license be renewed following its deletion of horseracing information from its program schedule [B•T, March 28].

The opposition was filed by the Broadcast Bureau of the FCC. The Broadcast Bureau held that since the station had been cited and heard on the horseracing issue, and since the examiner had recommended revocation of its license [B•T, March 14], the Commission should not grant the WWBZ petition for license renewal even though the station had removed horseracing information from its broadcast schedule.

WWBZ claimed that its petition for license renewal was not too late since there are precedents in which the FCC renewed a license after the station complied with the wishes of the Commission regarding programming.



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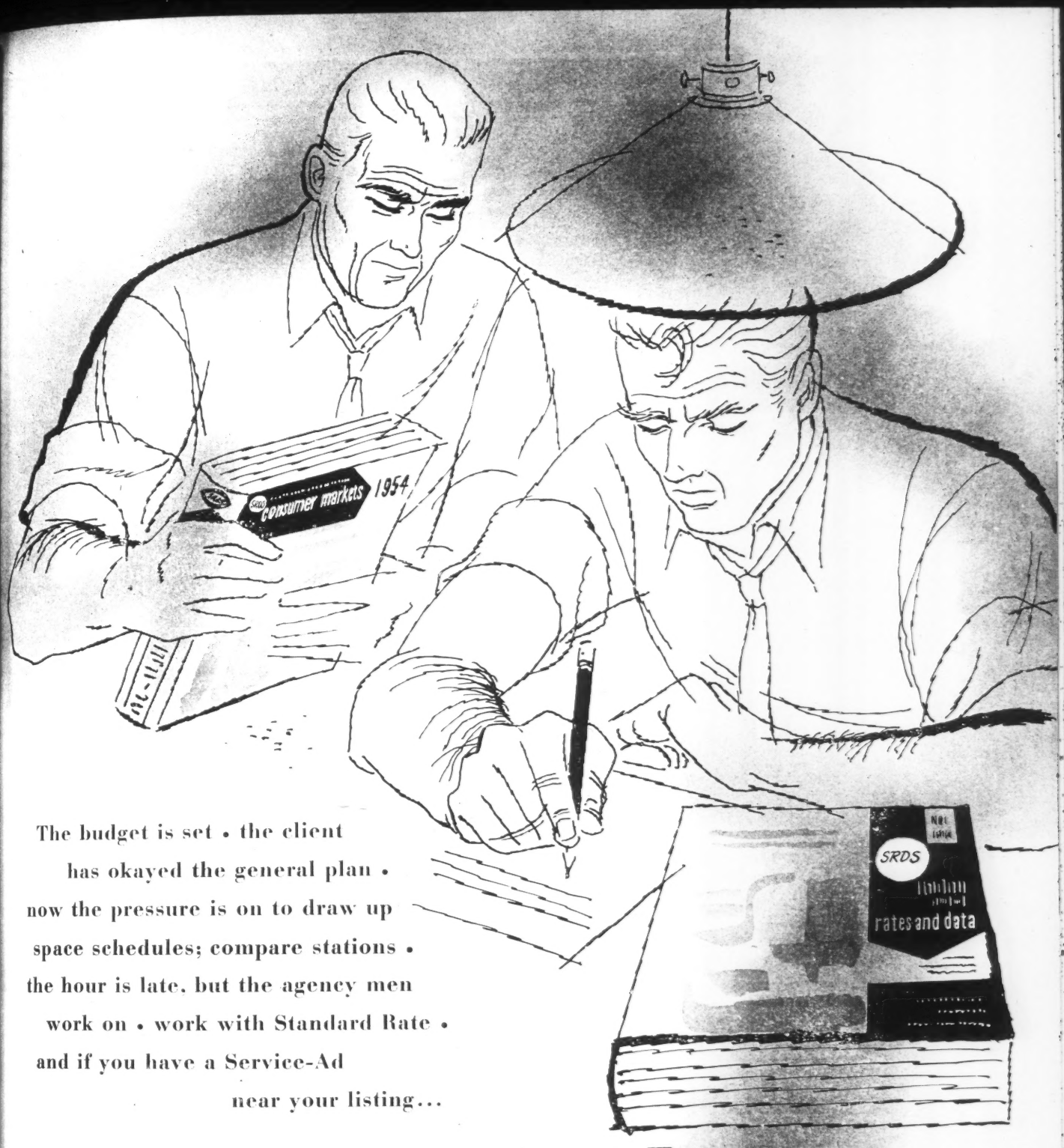


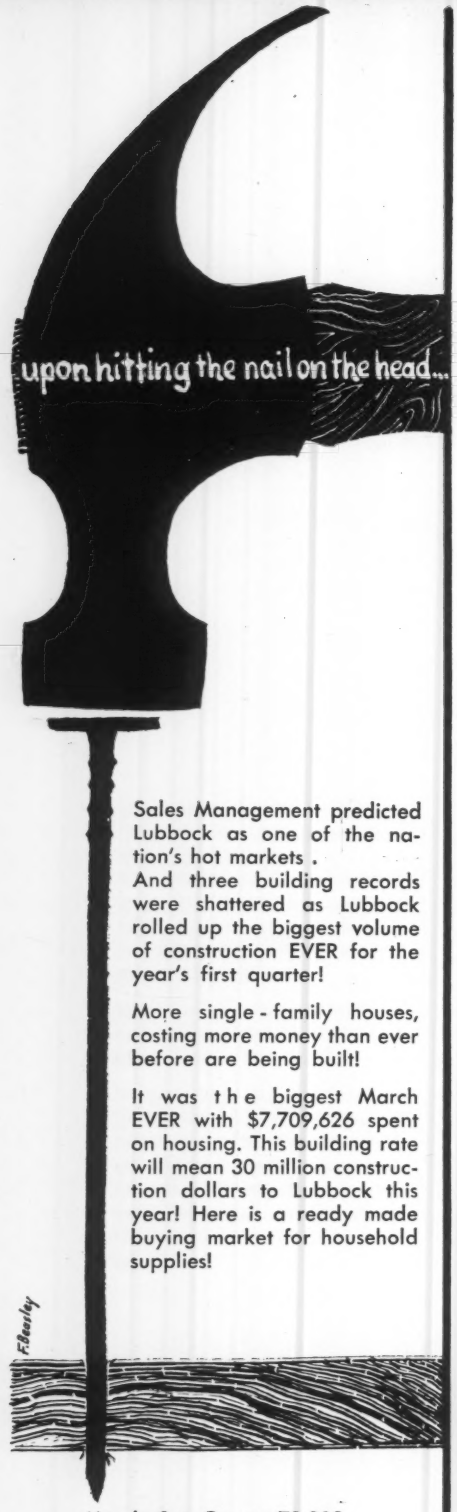
The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.



Sales Management predicted Lubbock as one of the nation's hot markets .
And three building records were shattered as Lubbock rolled up the biggest volume of construction EVER for the year's first quarter!

More single-family houses, costing more money than ever before are being built!

It was the biggest March EVER with $7,709,626 spent on housing. This building rate will mean 30 million construction dollars to Lubbock this year! Here is a ready made buying market for household supplies!

March Set Count: 78,812
Coverage Pop.: 458,400

affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Court Rules KOA Has Right To Hearing on 860 Kc Switch

HEARING on 50 kw, KOA Denver objections to the move of KOAT Albuquerque, N. M., from 1240 kc to 860 kc must be held, the U. S. Court of Appeals in Washington ruled last week.

Clear channel, 850 kc KOA claimed that KOAT's move to an adjacent frequency obliterated its signals from parts of New Mexico. The Commission held that this area was not within the normally protected contours of the Denver station and that therefore KOA was not a party in interest.

The court held that KOA had shown it was likely to be financially injured and thus had standing as a protestant.

"As a commercial radio station it depends for its existence upon advertising revenues," the court said. "Its attractiveness to advertisers depends on the size of its audience. Its basic selling theme is that it is a 'single station network' covering the 'Western Market' area, which includes the areas of interference. . . . Though the improved position of KOAT will not, in itself, greatly injure KOA, KOA's loss of listeners will impair its competitive position as to all its competitors in the area, including the *Denver Post,* and economic injury will result."

FCC Hearing Starts May 9 On WROW-AM-TV Purchase

HEARING on the acquisition of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates will begin May 9, it was reported following a round of conferences with Chief Hearing Examiner James D. Cunningham.

The taking of testimony and cross examination of witnesses within three weeks followed two significant rulings by Mr. Cunningham.

He denied a request to bring into the hearing CBS' affiliation activities in other cities and he granted a request for CBS to produce all papers, memoranda, messages and books relating to the change in affiliation in Albany. The requests were made by Paul A. Porter, representing WTRI (TV) Albany.

The hearing is the culmination of a protest last year by ch. 35 WTRI against FCC approval of the $298,800 sale of the WROW stations to Mr. Thomas. WTRI charged that the sale violated Commission rules regarding ownership of a broadcast station by a network employe. Mr. Thomas is the noted CBS commentator. WTRI also charged that there was an understanding between CBS and Mr. Thomas regarding affiliation which violated the anti-trust laws. WTRI had been the CBS affiliate, but on Feb. 1 the affiliation was changed to ch. 41 WROW-TV. WTRI ceased operating Jan. 31.

WNYC Appeals Denial Of 5 Kw Operation by FCC

PLEA that the FCC arbitrarily denied its request for permission to use a 5 kw transmitter at full power for Conelrad and at 1 kw for its regular broadcasts [B•T, Feb. 14, Nov. 8, 1954] was made in the U. S. Court of Appeals in Washington last week by WNYC New York.

The city-owned station held that the Commission had no valid reason for refusing its request. By doing so, WNYC claimed, the Commission was discriminating against New York City taxpayers. In addition, WNYC claimed that its request for a waiver of the FCC regulation which forbids a 1 kw station from using a transmitter more than 1 kw [illegible] power had been denied without a hearing.

The FCC contended that there was no ha[rdship] to WNYC buying two transmitters if it wante[d] to, but that it saw no reason why the daytime station (830 kc) should be exempt from the regulations which prevail for all stations. It also held that WNYC's plea that it was required to operate at 5 kw during Conelrad operation was in error, that it could just as well operate at 1 kw.

The case was argued before Circuit Judges Henry W. Edgerton, Wilbur K. Miller and David L. Bazelon. Representing the FCC was J. Smith Henley, assistant general counsel. Representing WNYC were Charles S. Rhyne and Eugene F. Mullin Jr.

FCC Cuts Length of Briefs In Move to Reduce Workload

IN AN EFFORT to reduce its paper and workloads the FCC has adopted amendments specifying the length of briefs which may be filed with the Commission and the amount of time which oral arguments before the Commission *en banc* may consume.

Pleadings submitted in hearing cases before the full Commission may not exceed 15 double-spaced typewritten pages in length. Briefs excepting to or supporting initial decisions or replying to exceptions are limited to 50 double-spaced typewritten pages.

Both limitations may be waived at the discretion of the Commission.

The amount of time permitted for an oral argument, according to the new ruling, before the Commission will be designated on the merits of each case. An appeal for extension of time may be granted if sufficient cause is shown.

Grants for Two New Outlets Among FCC Authorizations

TWO new standard stations at The Dalles, Ore. and Amarillo, Tex. were granted by the FCC late last week.

New 1 kw fulltime station at the Dalles to operate on 930 kc, directional night, was granted to The Dalles Broadcasting Co., composed of equal partners C. H. Fisher and his wife Edna E. Fisher.

Mr. Fisher is owner of KIHR Hood River and one-third owner of KVAL-TV Eugene, both Oregon. Grant is subject to condition that Mr. Fisher dispose of all interest and sever all connections with KIHR before program tests are authorized.

At Amarillo, a new 500 w daytime station on 1360 kc was granted to Raymond D. Hollingsworth, treasurer and general manager of the American Quarter Horse Assn.

Meanwhile, FCC authorized WAEW Crossville, Tenn., to change from 250 w unlimited operation on 1340 kc to 1 kw daytime operation on 1330 kc.

WPGC Morningside, Md., was granted an increase in power on 1580 kc from 1 kw to 250 w Canadian Restricted to 10 kw directional daytime. Grant is subject to any interference that may be caused by proposed operation by Sam F. Musser of a new station at Elizabethtown, Pa., on 1580 kc with 1 kw daytime.

In separate actions the FCC also dismissed with prejudice the application of George W. Spohrer for a new daytime-250 w station on 540 kc at Syosset, N. Y., and bid of Salina Broadcasting Co. for new 500 w-daytime station on 1310 kc at Salina, Kan.

The FCC refused to accept Mr. Spohrer's

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

They're going to have a baby . . .

THIS COUPLE have recently learned that their baby is on the way. Already, with the help of their doctor, they are planning for the welfare of the mother-to-be . . . and the arrival of a healthy child.

Thanks to the safeguards with which medical science has surrounded pregnancy and childbirth, the chances are better than ever that prospective parents can now realize their great expectations. In fact, infant mortality today has been cut to 28 per 1,000 live births. Only 30 years ago, it was 71.7 per 1,000.

The record for mothers is even better. As recently as 1941, there were 29 maternal deaths among every 10,000 live births. Today, the rate has plummeted to less than seven deaths. These great gains have been made even though the number of births in recent years has exceeded three and a half million annually . . . an increase of almost 50 percent since 1941.

An important factor in achieving this proud record has been the growing awareness among expectant parents of the importance of medical care *started early and continued throughout pregnancy.*

So, if a baby is expected in your family, here are some of the things the expectant mother can do:

1. Take a calm, realistic and happy attitude about pregnancy. Should anything upset you, take your questions to your doctor. He wants to help you face pregnancy as a normal, joyous state.

2. Follow your doctor's advice about periodic medical examinations, special diagnostic tests and particularly about rest, exercise, diet and weight control.

3. Plan, if possible, to have your baby in a hospital where you will have the most modern medical and nursing care. It is wise to make hospital reservations promptly . . . for today, 9 out of every 10 mothers go to hospitals to have their babies.

The husband, too, can help his wife over the months before the baby comes. The arrival of a new child is a most important event . . . as important to the husband as to the wife. When home duties are shared, many problems fade away.

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1 MADISON AVENUE, NEW YORK 10, N. Y.

petition for late appearance in hearing on his bid and removed from hearing docket and returned to the processing line the competitive bid of Great South Broadcasting Co. for the same facilities in Islip, N. Y.

The Salinas Broadcasting Co. application was dismissed for lack of prosecution.

Providence Ch. 12 Appeal Charges FCC Discrimination

WNET (TV) Providence, R. I., ch. 16, charged that the FCC discriminated against it in the protest hearing against the grant of Providence's ch. 12 to Cherry & Webb (now WPRO-TV). The uhf station said the Commission ordered the examiner to submit findings of fact only, and not to recommend any decision.

This allegation was the main subject of the WNET appeal against the FCC, argued last week in the U. S. Court of Appeals.

WNET protested the 1953 FCC grant of ch. 12 to what is now WPRO-TV, following a merger agreement among the then three competing applicants. WNET claimed that one of the agreements—which permitted two stockholders. of one of the applicants to accept $205,500 in lieu of stock in what will be a new ch. 12 corporation—was a "pay-off." It also claimed that Cherry & Webb, grantee of WPRO-TV, had begun construction of the tv station before it had received its grant. This is in violation of Commission rules.

The Commission ordered the protest to hearing before an examiner, but told the examiner to submit findings of fact only. This was done. Customarily, the examiner also renders an initial decision recommending a course of action to the FCC. The FCC argued last week that this move was taken in order to expedite the case.

Representing WNET was Benedict P. Cottone; for FCC was J. Smith Henley, and for WPRO-TV, Thomas H. Wall.

Comments at Commission Favor 5-Mile Limit Rule

COMMENT on the FCC's proposal to limit tv antennas to sites not more than five miles from the boundaries of the principal city—except for special cases—showed a slight edge in favor of the FCC recommendation.

Deadline for comments was Friday. Up through Thursday night there were 10 comments in favor, and five opposed.

Favoring the proposed five-mile-rule were ch. 59 WFAM-TV Lafayette, which urged that it not be made retroactive; WORZ-AM-FM Orlando, Fla., applicant for ch. 9 there; ch. 23 WGVL (TV) Greenville, S. C.; ch. 54 WTOM-TV Lansing, Mich.; ch. 13 WWTV (TV) Cadillac, Mich.; ch. 20 WPAG-TV Ann Arbor, Mich.; WTVB-AM-FM Coldwater, Mich.; WLOF Orlando, Fla., and ch. 6 WTVR (TV) Richmond, Va.

Opposing the proposal were Storer Broadcasting Co., NARTB, ch. 7 WPBN-TV Traverse City, Mich., National Grange and Sarkes Tarzian Inc. [B•T, April 11]. Storer asked that the rule not be made to apply to existing stations which might wish to change their facilities or where an antenna farm is in use. The Grange feared that restricting antenna location might deprive rural viewers of tv service.

The Commission proposal was made earlier this year [B•T, March 7] following a petition by WKNX-TV Saginaw, Mich. It is designed to aid uhf stations escape the competition of vhf stations whose signals cover a wide area through rural antenna siting.

$3 Million WNBF-AM-TV Sale Goes to FCC for Approval

FORMAL application for FCC approval of the sale of WNBF-AM-TV Binghamton, N. Y., by John C. Clark Sr. and family for $3 million cash to Walter H. Annenberg's Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) was filed with the Commission last fortnight [B•T, March 14]. WNBF-TV is on ch. 12.

Mr. Clark, majority owner of the WNBF properties, told FCC in the sale application that he "wishes to convert his estate into more liquid form and is disposing of this and other properties."

Upon Commission consent to the sale, the application indicated, Triangle's Roger W. Clipp "will exercise general supervisory control over the station." Mr. Clipp is manager of the WFIL outlets. WNBF-AM-TV's station manager, George R. Dunham, will be retained and no other major staff changes are planned, FCC was told. Triangle also is 50% owner of WHGB Harrisburg, Pa.

Balance sheet for Clark Assoc., licensee of the WNBF outlets, as of Feb. 15 disclosed current assets of $707,250.81 and fixed assets of $599,630.64, which with deferred and other assets totaled $1,337,217.59. Current liabilities were reported at $320,830.63, capital stock $360,000, reserve $130,000, earned surplus $526,386.96 and total net worth $1,016,386.96.

Triangle said that as of March 15 it had a net worth "in excess of $25 million" and that net income after federal income taxes exceeded $3 million in both 1953 and 1954. Although it plans to pay $3 million cash for the WNBF properties, Triangle told FCC, the firm will later borrow $2.5 million for five years to replenish its working capital accounts.

Exoneration of Detective Put in San Antonio Record

RECORD in the comparative hearing for ch. 12 at San Antonio has been reopened briefly by FCC's Chief Hearing Examiner James D. Cunningham to receive evidence that a U. S. District Court in Texas found private detective James R. Duncan not guilty of impersonating an FCC employe. The examiner received the evidence April 1 and is preparing his initial decision in the case, which involves competing bids of KMAC and KONO there.

Mr. Duncan was indicted by a San Antonio grand jury last fall on charges that on June 18, 1954 he falsely represented himself as with the FCC while engaged in credit investigation of financial backers of the KMAC tv bid [B•T, Oct. 11, July 5, 1954]. The court's findings, submitted to the examiner, said Mr. Duncan knowingly and falsely represented he was "affiliated" with FCC but concluded this did not constitute impersonation of an "employe" of the Commission. In reopening the record, Examiner Cunningham ruled that "said decision tends to finalize an important question raised upon the record" and that acceptance of the information would not injure the applicants.

Ark. Upholds AF Tower Stand

A LAW requiring local zoning authorities to use U. S. Air Force standards to protect air bases [B•T, March 28] has been signed by Arkansas Gov. Orval Forbus, notwithstanding opposition of Arkansas broadcasters and the NARTB who fear that the law may affect radio and tv tower heights.

The enabling act permits local zoning authorities to establish provisions to protect airports, but provides that where U. S. airports are involved the standards must conform to Air Force criteria. These are considered more stringent than those advocated by the Civil Aeronautics Administration for civil airports. The Air Force standards provide protection to a 300-400 sq. mile area about the airport.

The constitutionality of the Arkansas law has been questioned by NARTB Chief Attorney Vincent T. Wasilewski and consulting engineer A. Earl Cullum Jr., Dallas. It also is understood that the CAA advised the Air Force that it was opposed to this act.

Daytime Comments in at FCC

LAST minute comments on the FCC's daytime skywave rule [B•T, Jan. 31] hit the Commission last week, with the deadline today (Monday). Leading the opposition was the Assn. of Federal Communications Consulting Engineers, which held that the rule was based on false premises, unsupported conclusions, incomplete record, and that they were not founded on "sound engineering." The daytime skywave rule acknowledges the existence of skywave phenomena after sunrise and before sunset, roughly provides that daytime stations must cease broadcasting before sunset and prohibits the beginning of broadcasting until after sunrise. The rule was tentatively adopted early this year, but the Commission asked for comments on how to apply it.

KORK, KOLO Buys Held Up

ONE week after granting publisher-broadcaster Donald W. Reynolds permission to buy KORK Las Vegas and KOLO Reno [B•T, April 11], the FCC last week suspended that approval. The Commission said it wanted to look into charges by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for his KLRJ-TV Henderson (Las Vegas) and KZTV (TV) Reno after he had told the Commission that he did not intend to do so. KLAS-TV also claimed that Mr. Reynolds was offering joint rates with his Las Vegas newspaper *(Review Journal)*.

KIMA-TV Seeks Third Satellite

THIRD application for a satellite tv station by KIMA-TV Yakima, Wash., was filed with the FCC last week. The ch. 29 Yakima station asked for ch. 43 in Ephrata, Wash., using 16.9 kw visual power from a 656-ft. antenna above average terrain. The Ephrata station will cost $82,405 to construct, the application said, $25,000 per year for operating costs and $50,000 yearly estimated revenues. Application is in the name of Basin Tv Co., wholly-owned subsidiary of Cascade Broadcasting Co. (KIMA-AM-TV Yakima), which also operates ch. 19 satellite KEPR-TV Pasco, Wash., and is an applicant for ch. 8 Walla Walla, Wash., to be run as a satellite. The KIMA owners also hold a grant for ch. 3 KLEW-TV Lewiston, Idaho, and hold 40% of KWIE Kennewick, Wash.

Ingle to Defense Post

EDWARD T. INGLE, for the past two years head of his own management consultant firm in Washington, has been appointed chief of the radio-tv branch, Office of Public Information, Dept. of Defense. For seven years Mr. Ingle was radio-tv director of the Republican National Committee and left in May 1953 to organize his own consulting firm. Most recently Mr. Ingle was consultant to the Dept. of Commerce on radio, tv and film. His appointment was effective April 1.

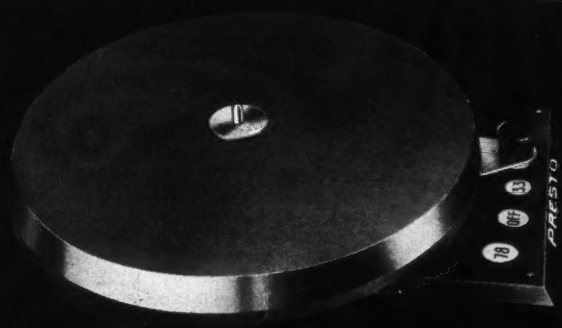
TWO NEW PRESTO UNITS

PRECISION THREE-SPEED TURNTABLE

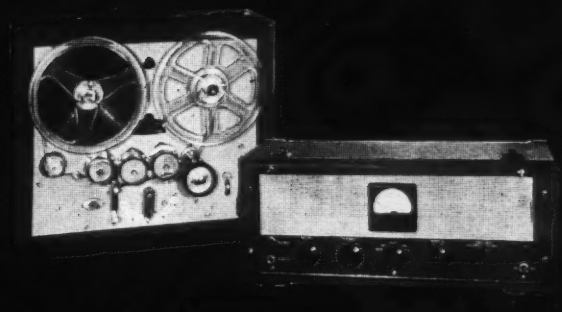
T-18

LOW-COST PROFESSIONAL TAPE RECORDER

SR-27



PRESTO T-18



PRESTO SR-27

PRESTO T-18 TURNTABLE

introducing new flick shift!
one sideway motion
selects 3 speeds—33⅓, 45, 78 rpm.

The new streamlined T-18 sets the highest standards in turntable design and performance today. Most revolutionary is the exclusive 3-speed shift—with 3 idlers mounted on a single movable plate. A sideway flick of the single control lever automatically engages the proper idler. Trouble-making arms and shift cams are eliminated. Other advantages! Extra heavy weight, wide-bevel table, precision deep-well bearing, built-in adapter for 45 rpm discs, smart telephone black and brushed chrome finish. Only $53.50. Also available with hysteresis motor, $108.

PRESTO SR-27 TAPE RECORDER

featuring top-performance features
of finest PRESTO units—
economy priced for the first time!

Top value as well as top performance are yours in this 2-unit combination—SR-**27** tape recorder and A-920 amplifier. The recording unit features 3-motor drive; separate record, erase and playback heads; fast forward and rewind. No take-up reel clutch, no idler pulley. A truly professional performer! Companion amplifier has 10 watt output at 16 ohms, self-contained power supply, separate preamps and VU meter, 2 playback speakers. Playback head can be monitored during recording. This combination is your best buy in hi-fi at only $485.

PRESTO RECORDING CORPORATION
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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

BLAIR EXPANDING RADIO OPERATIONS

Additions to sales staff, creation of farm department and opening of a new branch office are announced in concrete expression of faith in radio.

AS EVIDENCE of his faith in radio, John Blair, president of John Blair & Co., national radio representatives, is prepared to announce today (Monday) a series of additions to the sales staff; creation of a farm department, and the formation of the company's 10th regional sales office, in Atlanta.

New personnel will include Arthur H. McCoy, who has resigned as sales manager of Avery-Knodel Inc., to join the New York sales staff of Blair on May 9; Al Long, radio-tv supervisor McCann-Erickson, who will become a New York account executive on May 16, and Tom Ragland, most recently station and sales manager of WHBQ Memphis, who will be added to the Chicago sales staff on June 1.

Mr. Ragland will join Blair as director of the company's newly-created farm department, headquartering in Chicago. He will specialize in soliciting farm advertisers with presentation material and specific proposals for the proper utilization of the medium, according to Robert E. Eastman, executive vice president of Blair.

MR. McCOY

MR. LONG

MR. RAGLAND

Blair's Atlanta office will open on July 1, according to Mr. Blair, under the direction of Harry E. Cummings, who represents Blair stations in the Southeast. Mr. Cummings will continue to make his headquarters in Jacksonville. Mr. Blair said that personnel and other details will be announced within the next 10 days.

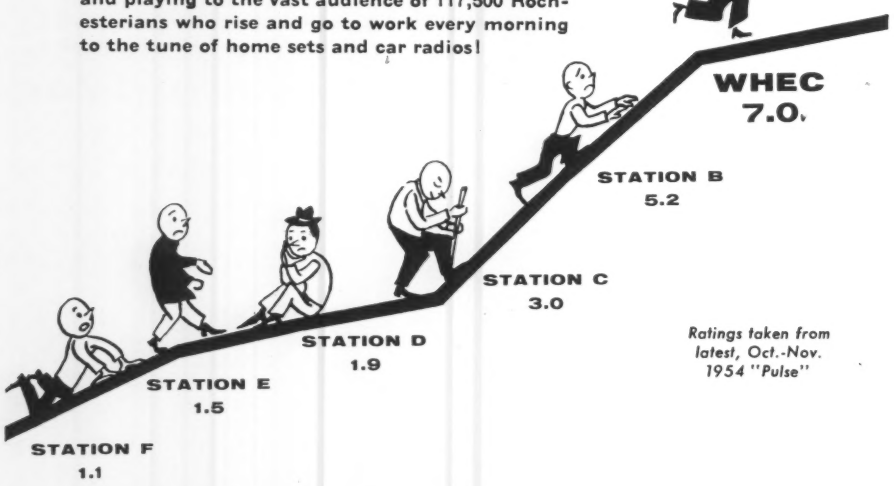
"This investment in additional senior personnel," Mr. Blair commented, "is not only an expression of our confidence in the continued stability of the medium, but it is our answer to many published reports that radio is fading. On the contrary, the spot end of our business remains at a high level, and the potential for future growth is still great."

Mr. Blair noted that the Atlanta office will be the third that the company has opened in less than two years.

Still, as always . . .

out in FRONT!

and playing to the vast audience of 117,500 Rochesterians who rise and go to work every morning to the tune of home sets and car radios!



Ratings taken from latest, Oct.-Nov. 1954 "Pulse"

"THE MUSICAL CLOCK"
with ED MEATH
6:15-9:30 A.M. MON.-SAT.

Ed Meath and the WHEC "Musical Clock" wake up many thousands of Rochesterians, talk to them while they're dressing, play for them during breakfast and go off to work with them in their radio-equipped cars *every morning!* Here is the lion's share of a *big* audience! Why not get *your* share of it?

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Blumenthal Group Reports WROV Purchase for $45,000

PURCHASE of WROV Roanoke, Va., for more than $45,000, was announced last week by Virginia broadcaster Cy Blumenthal, who heads the purchasing group. He said the sale was to be submitted to the FCC for approval last Friday or today (Monday).

The new owners, who will probably incorporate under the name of WROV Inc., are: Burt Levine (40%), former manager of WCAN Milwaukee and before that commercial manager of WPWA Chester, Pa.; Joseph Goodman (30%), former WPWA chief engineer; Nidra and Leon Levine (20%), Madison, Wis., and Mr. Blumenthal (10%). Mr. Blumenthal is 39% owner of WARL Arlington, Va., and sole owner of WCMS Norfolk.

Principals of Radio Roanoke Inc., WROV licensee, include local businessmen Leo F. Henebry, president; James Kirk Ring, vice president, and Ernest W. Mitchell, secretary-treasurer. Each owns 14%. Radio Roanoke is unsuccessful applicant for ch. 7 there [B•T, April 4]. The station once operated ch. 27 WROV-TV, which in July 1953 was the first uhf to suspend regular programming because of vhf competition, later returning its permit.

Frank E. Koehler, general manager of WROV, will continue under the new owners, Mr. Blumenthal said. He added that between $15,000 and $20,000 will be spent on plant improvements. Messrs. Levine and Goodman will move to Roanoke to assume active roles in the management.

They're both BLAW-KNOX Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high . . . such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

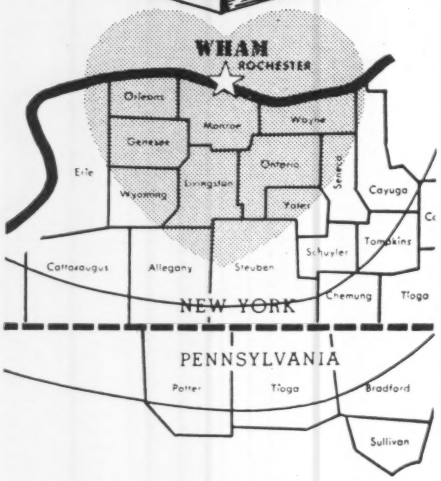
BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

BLAW-KNOX

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

BUY A
Two-Edged
MARKET
Rochester and
Western N. Y.



For a sure-fire sales job in this area the only effective and, incidentally, low-cost way to do it is using WHAM Radio.

Rochester has long been recognized as tops in test cities, but Rochester is the heart of an area market that includes more than one and a half million people.

WHAM is the only station that covers *BOTH* Rochester---Western New York and Northern Pennsylvania.

Take a look at the facts, compare the record and then put this Western New York market in your pocket. Buy WHAM Radio to sell your product or service to *ALL* the Rochester area.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

WXIX (TV) TURNS TO RADIO SPOT SATURATION

CBS-owned station buys 2,000 spots on local am stations during four-week period to promote its programming and uhf conversion.

WXIX (TV) Milwaukee is utilizing a radio spot saturation campaign—some 2,000 announcements on two stations over a period of four weeks—to promote its television operation.

The details were told to B•T last week by Edmund C. Bunker, general manager of the ch. 19 station. The saturation campaign is a followup of WXIX's "Springboard" push before it went on the air the end of February.

Twenty-second and one-minute announcements are being aired 500 times a week, day and night, on WEMP and WOKY disc jockey programs. They supplement a major promotion campaign in all advertising media.

The drive opened Feb. 20 before the station went on the air with space in the Milwaukee *Journal* and *Sentinel*, on billboards, in *Tv Guide* and in trade magazines. CBS Television bought every availability on WCAN-TV, former CBS affiliate, and former WOKY-TV—40 spots a day on the latter and breaks on the former. Film trailers also were purchased two weeks before WXIX began telecasting. CBS-TV network salutes began with the station's opening Feb. 27.

Radio saturation was launched in mid-March and overall promotion will continue "in every way all year around," Mr. Bunker stressed, adding it is not a seasonal drive. He also emphasized "that we are determined to use every possible means" to bring the station before the public constantly.

Radio spots have been aired round-the-clock, starting mostly in the daytime hours. They featured sound tracks of 31 top CBS-TV network personalities announcing their shows would be heard on WXIX. Sound tracks are followed by a live tag promoting daytime shows, uhf conversion factors and other promotion aspects.

Mr. Bunker noted that WXIX has added to the network schedule a series of local programs with "strong community flavor, plus a group of first quality children's programs."

New Contract, New Goal

A CRUSADING KXYZ Houston newscaster has received a 52-week contract-renewal from Cookbook bread along with praise from civic, veteran's and church organizations for his campaign to stop the flow of crime and sex comic books. Fred Nahas, who additionally is vice president of KXYZ, began the drive last June by devoting three minutes of his nightly newscast *Tomorrow's History* to the comic book problem. Gov. Allan Shivers and state and local legislators appeared on the station to air their views and listeners and local groups joined the campaign, which resulted in the passing of a local ordinance forbidding the sale of objectionable comic books. In addition to many citations from local organizations, Mr. Nahas was praised by the national American Legion convention for his part in the campaign. With the contract renewal, Mr. Nahas now is stumping for a juvenile curfew law as a means towards decreasing delinquency.

JOE HEROLD, general manager of KBTV (TV) Denver, acts as chauffeur for "Miss Spring of Ch. 9", professional model Marie Stratton, on a tour of local radio stations and news publications to promote KBTV's spring program lineup. Miss Stratton delivered Easter flowers to the disc m.c.'s of the stations and to the tv editors of the *Rocky Mountain News* and *Denver Post* during the station's three-day promotional stunt.

Faulk Takes VP Post With Texas Stations

APPOINTMENT of John Henry Faulk, New York radio and television personality, as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco, effective May 18, was announced last week by Mrs. Claudia T. Johnson, president of the Texas Broadcasting Corp., operator of the stations.

In his new post, Mr. Faulk will coordinate all programs, will act as program advisor, and will continue broadcasting duties as a humorist on his own radio and tv shows.

For the past four years, Mr. Faulk has been the star of *The John Henry Faulk Show* on WCBS New York and appeared on numerous network shows.

WNDU-TV Sets First Rates

FIRST rate card calling for a top of $500 for a full hour in Class AA time (6:30 to 10 p.m. daily) was issued last week by Michiana Telecasting Corp. for WNDU-TV Notre Dame, Ind. The Notre Dame U. station is slated to begin commercial operation on uhf ch. 46 about July 15.

One-minute and 20-second spots are pegged at $100 (one time) for Class AA, with proportionate cuts of $20 for each other class (A, B, C and D). WNDU-TV will be affiliated with NBC-TV.

KHJ-TV Goes to Full Power

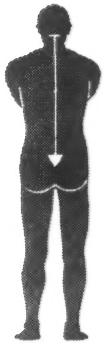
KHJ-TV Hollywood (ch. 9) is now operating at its maximum FCC-authorized 162 kw video and 81 kw audio, or over five times the former power, after putting its new transmitter and antenna atop Mt. Wilson into operation. The original transmitter is being housed in the enlarged transmitter building and the original antenna has been moved to the new tower, both as standby equipment, station executives announced.

"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS

Sit up . . . Stand up . . . Walk up

NATIONAL CORRECT POSTURE WEEK, MAY 1-7

A Public Service of the Chiropractic Profession



Human beings should sit . . . stand and walk erect—on a straight line between the earth's center of gravity and infinity. That is correct posture. To slouch backward, or forward, or any way invites an abnormal spine . . . induces pain, wastes energy and encourages disease.

Each year, the National Chiropractic Association, representing the nation's second largest healing profession, officially sponsors National Correct Posture Week, May 1 to 7, as a public service in the interest of the nation's health.

This week is recognized by the Congress Of The United States; proclaimed by the governors of many states and the mayors of the most progressive cities . . . is welcomed by school officials.

During National Correct Posture Week some 25,000 Doctors of Chiropractic in the country draw special attention to the interdependence of good health and correct posture.

The National Chiropractic Association will develop newsworthy articles and stories, stressing the importance of correct posture. The radio and television stations of the nation are invited to participate in this public service to the nation's health and welfare.

If there is **particular** information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

**One of a Series of Reports*

AT a luncheon meeting given for agencies and advertisers by CBS Tv Spot Sales to mark the first Newark, N. J., showing of "The Best Spot in All Advertising" presentation are (l to r): Ed Larkin, eastern sales manager, CBS Tv Spot Sales; Alan Brown, advertising manager of Pharmaco Inc.; John McCormick, advertising manager, Anbesol Co.; Dick Loftus and Art Elliot, account executives, CBS Tv Spot Sales, and Bernard Dwortzan, advertising manager of Ronson Corp.

Color Slides Offered Stations By UCP for '55 Fund Drive

COLOR TELEVISION has become a medium for public service campaigns with the United Cerebral Palsy offering tv stations a set of five color tv slides in support of its 1955 drive, which opens next month.

UCP last week disclosed plans for the color tv phase of its campaign and asserted that as far as is known it is the first national voluntary health agency to produce color tv materials. The slides were produced for UCP by Mogle-Sheldon Assoc., New York.

Though UCP realizes that color shows are limited to the large cities and are presented on an infrequent basis, a spokesman said, it was decided to utilize color this year because "we are highly impressed with the strong impact of color tv."

Additionally, UCP will provide tv stations with six black-and-white television slides with suggested scripts, plus telops covering the same material. The organization is making available to radio stations the 1955 "Celebrity Radio Platter," containing spot announcements by top personalities including Bob Hope, UCP's national life chairman; Jane Pickens, Jack Benny, MacDonald Carey, June Havoc, Esther Williams, Gene Raymond and Jeanette MacDonald.

WTVI (TV) Switches Cities

WTVI (TV) Belleville, Ill., ch. 54, moved to its newly-assigned ch. 36 assignment in St. Louis April 9. Call letters have been changed to KTVI (TV), the station reports. Studios and offices also are located in St. Louis.

John D. Scheuer Jr., executive vice president and general manager, said KTVI plans to increase to 500 kw about mid-May, if the FCC approves. The station is owned by Signal Hill Telecasting Corp.

'Kiwanis' Article Debates Tv

THE April issue of *The Kiwanis Magazine* presents a pro and con discussion of the effects of television fare on children. The defense, which cites progress made in improving tv fare, is titled "Let's Give Tv a Chance." A criticism of tv programming with recommendations for improvement is titled "What Is Tv Doing to Our Children?"

WKBS to Publish Monthly

A MONTHLY newspaper, the *Nassau News-Commentator*, is being planned by Lee Hollingsworth, president of the Key Broadcasting System, owner of WKBS Mineola, L. I., N. Y., in order to get around the refusal of a local newspaper to carry station logs. A distribution of 25,000 for the give-away is contemplated for the paper which was tentatively scheduled to be published shortly before Easter. Paid advertising will be solicited.

Edward Petry & Co. Joins TvB

EDWARD PETRY & Co., station representative firm, has joined Television Bureau of Advertising, New York, as an active voting member with representation on the board of directors, Oliver Treyz, TvB president, has announced. Petry is the third representative firm to become a TvB member, Blair-Tv and Meeker Tv having joined earlier.

Testing Both Ways

IT might seem paradoxical for an advertiser to compete with himself, but Cole-Finder automobile agency, as an experiment, is doing just that on two Chicago tv channels. It sponsors film shows simultaneously on WGN-TV and WBKB (TV) each Saturday at 6 p.m.

Irwin Cole describes it as a test to see which length of show—one runs 60 minutes, the other 30 minutes—pulls the most audience. The hour-long film, *Six Shooter Theatre*, a children's show, runs on WGN-TV from 6-7 p.m. The other, *Cole-Finder Playhouse*, drama show, is aired on WBKB from 6-6:30 p.m.

Mr. Cole expects to know the results within a few weeks. Even so, it was indicated he may continue both because they reach different-type audiences.

WBC Purchases WRCA Spots For Its Mental Health Songs

AS EVIDENCE of its faith in radio, the Westinghouse Broadcasting Co. purchased three announcements on last Monday's WRCA New York's *Tex and Jinx* show, which was built entirely around WBC's mental health songs.

The songs, which Westinghouse produced in cooperation with the National Assn. of Mental Health, were unveiled in New York on WRCA and previously had been carried on WBC KYW Philadelphia, WBZ Boston, KEX Portland, Ore., KDKA Pittsburgh and WOWO Fort Wayne, Ind. They then will be distributed to other radio stations throughout the country by the association.

David Partridge, national advertising and sales promotion manager of WBC, said the announcements were bought on WRCA to call the attention of advertising men to the company's public service project called "Sing Along for Mental Health." Mr. Partridge explained he believes "advertising people listen to radio, and what better demonstration could they have of radio's power than to receive our message through that medium."

Young Names Christianson

ADAM J. YOUNG Jr. Inc., radio station representatives, last week announced the opening of a San Francisco office in the Fairmont Hotel under the management of Charles (Chuck) Christianson. Previously Mr. Christianson had been with the West Coast office of WINS New York and KTVW (TV) Tacoma, Wash., and with KJBS San Francisco and KULA Honolulu.

WSYR-TV Alternate Unit Set

WSYR-TV Syracuse, N. Y., has completed installation of an alternate $75,000 General Electric transmitting unit, Albert Eicholzer, WSYR-AM-TV chief engineer, has announced.

The new equipment provides duplicate facilities in case of mechanical or electrical trouble. Francis Thisse, assistant chief engineer, was in charge of the installation which took three months.

PIZITZ DEPARTMENT Store, Birmingham, Ala., arranges with WBRC there for a schedule of 624 programs and 2,600 spot announcements starting today (Monday). According to WBRC, the agreement represents the largest amount of department store advertising in the history of Alabama radio. Conferring on plans are (l to r) Isadore Pizitz, president of the department store, biggest in Alabama; Charles Shapiro, Pizitz advertising manager, who planned details of the schedule, and Lionel Baxter, WBRC sales manager.

Flood Hurries Switch

UNDER emergency flood conditions, WCBI Columbus, Miss., pressed into use its new transmitter and switched from local operation on 1340 kc to regional operation on its newly assigned 550 kc to serve the flooded area day and night.

The station had just completed construction of a new four-tower, directional antenna array and installation of a new RCA transmitter. A record-breaking rain in the upper regions of the Tombigbee River valley threatened thousands of acres. At the request of the Red Cross, Sen. John Stennis (D-Miss.) and others, the FCC permitted WCBI to prematurely begin operation with the new facilities. The station switched over to its new frequency and transmitter on March 23 at 6 p.m. Official dedication ceremonies are scheduled later. WCBI's new power is 1 kw day, 500 w night.

WCBS Releases Figures Pointing Up Radio's Power

IN the face of vigorous competition from television, radio continues to be the preferred medium of the New York adult population during daytime and early evening hours, according to Carl Ward, general manager of WCBS New York.

Mr. Ward released a series of comparative figures, based on the February TelePulse and Pulse in- and out-of-home tabulations, which show that in the hours from 7 a.m. to 7 p.m., New York metropolitan area adults listen to radio rather than watch tv. Mr. Ward stated that computations made by his staff from Pulse data reveal that during the 7 a.m.-7 p.m. period, tv draws an average of 662,640 grown-up viewers in the 12-hour period, while radio reaches 1,382,240 listeners (the 6-7 a.m. time slot was excluded from the survey since tv does no program during all four quarter-hours.)

"Monday through Friday, radio reaches its peak strength among New York adults, not during the morning or afternoon hours, but between 6 p.m. and 7 p.m.," Mr. Ward pointed out.

WRIV to Debut May 15

MAY 15 is the target date for the first broadcast of WRIV Riverhead, L. I., which will be an opening day celebration with local, county and state dignitaries participating. The station's transmitter building, an 18x18-ft. concrete structure, is now under construction and its tower will be 133 ft. high. With offices and studios located at 29 E. Main St., WRIV expects to cover eastern Long Island from Moriches to Montauk and a good portion of Connecticut. It will operate on 1390 kc with 500 w.

A-K Promotes Tormey

JOHN J. TORMEY has been advanced from account executive to manager of radio sales of the New York office of Avery-Knodel Inc., succeeding Arthur H. McCoy, who has resigned to join John Blair & Co. (see page 86).

Mr. Tormey has been an account executive for Avery-Knodel for the past five years and is credited with having serviced many of the larger accounts of leading advertising agencies. Previously he had been with Edward Petry & Co., WOR New York and CBS Radio.

*Hannibal
Missouri

*for
maximum
coverage,
superb performance
over the entire
market area...*

DUMONT®

TELEVISION TRANSMITTER DEPT., ALLEN B. DUMONT LABORATORIES INC., CLIFTON, N. J.

WINDO and BUMPO

—the greatest audience and sponsor promotion in thirty years of radio—another first for radio's number one independent station, KLIF in Dallas

WARNING: WINDO and BUMPO are fully protected

The first radio or television station to get WINDO or BUMPO in its city *must* completely dominate the market

For information on the franchise in your market write, wire, or telephone—

Gordon McLendon
2104 Jackson
Dallas, Texas

First come, first protected

phone Randolph 7121

CONTRACTS totalling $500,000 are signed by E. Newton Wray, president of KTBS-TV Shreveport, La., for equipment and construction of the new ch. 3 station scheduled to be completed Sept. 1. Representatives of DuMont Labs, which will supply transmitter and studio equipment, were present at the signing. L to r: George D. Wray Sr., KTBS Inc. chairman of the board; George R. Winston, DuMont sales representative; George D. Wray Jr., KTBS vice president, and James B. Tharpe, DuMont tv transmitter division manager. Other contracts were awarded to RCA, Truscon Towers, Raytheon and Beasley Construction.

Tv Most Important in Small Communities, Pellegrin Says

THE TV station plays a more important role in the smaller community than in the large city, Frank E. Pellegrin, partner in H-R Television Inc., station representative, told an audience of Lima, Ohio, businessmen last fortnight.

Mr. Pellegrin addressed some 150 local businessmen in the studios of WLOK-TV Lima, which on April 24 changes its call letters to WIMA-TV and its channel from 73 to 35.

When a community loses its local tv station, Mr. Pellegrin said, "you might as well hang crepe on city hall." He said that in 10 years tv has become a local institution equalling in importance the daily newspaper, the library, the high school, churches or banks. Tv, he said, achieved this stature in such short time "because it has become Americans' favorite leisure-time activity."

Loss of a local operating station also means that the community's televiewers shift interest to the stations of neighboring cities and the local businessman subsequently suffers a loss because of this diversion of his customer's attention, he said.

Eventually, Mr. Pellegrin warned, the local resident would regard his home town "as merely a suburb of the neighboring Bigtown, with an inevitable drain-off of a hefty percent of what is now your local retail business."

Ad Pioneer Retires

RETIREMENT of Mrs. Glad Hall Burnside, account executive, KRKD Hollywood and the first woman account executive in Los Angeles radio history, has been announced.

Mrs. Burnside joined KRKD in her present capacity in 1938. She became vice president of the Advertising Assn. of the West in 1952 and is a former president of the Los Angeles Advertising Womens Club. Mrs. Burnside is currently a board member of the Los Angeles Advertising Club.

ANNIVERSARY greetings are exchanged as American Airlines celebrates its second year as sponsor of *Music 'Til Dawn* on WTOP Washington. L to r: Morris Shipley, AA assistant vice president; Herbert D. Ford, AA district sales manager, and Lloyd W. Dennis, WTOP vice president for radio.

Jacobsen, KROS Head, Dies; Former Demo Congressman

WILLIAM S. JACOBSEN, 68, president of KROS Clinton, Iowa, and former Democratic Congressman from Iowa (1937-43), died April 10 after a heart attack. Mr. Jacobsen helped organize the Clinton Broadcasting Corp., KROS licensee, in 1941.

Mr. Jacobsen also was president of the Clinton Thrift Co., an industrial financing concern he organized in 1927, and was acting postmaster of Clinton from 1951-54.

Survivors include his wife and two sons, Bernard M., KROS general manager, and Maenard W., Clinton insurance man.

Rep. Henry O. Talle (R-Iowa) paid tribute to Mr. Jacobsen on the House floor last week.

WFMZ-TV Stops Temporarily

WFMZ-TV Allentown, Pa., ch. 67, was scheduled to suspend operations temporarily Friday pending settlement of litigation for money due the company from subscribers to its capital stock. Raymond F. Kohn, WFMZ-TV president, said that about $75,000 of the $300,000 subscribed had not been paid in. Largest delinquent, Mr. Kohn said, was Samuel W. Traylor Jr. in the amount of $47,547.50. WFMZ-TV went on the air last December.

This amount, Mr. Kohn said, "represents . . . the cash working capital which any new operation must depend upon for normal growth and development." WFMZ-FM Allentown is not affected by the television situation, it was said.

CBS Spot in Philadelphia

ADVERTISERS and agency executives in the Philadelphia area today (Monday) will view the CBS-TV Spot Sales presentation, "The Best Spot in All Advertising," at a luncheon meeting at the Hotel Warwick, Philadelphia. In attendance from CBS-TV Spot Sales in New York will be Clark George, general sales manager; Edward A. Larkin, eastern sales manager; Jack Mohler, director of sales development, and Ted O'Connell, account executive. Representing WCAU-TV Philadelphia will be Donald W. Thornburgh, president and general manager; Robert M. McGredy, sales manager, and Frank Elliott, special representative.

REPRESENTATIVE PEOPLE

MR. WHALEN

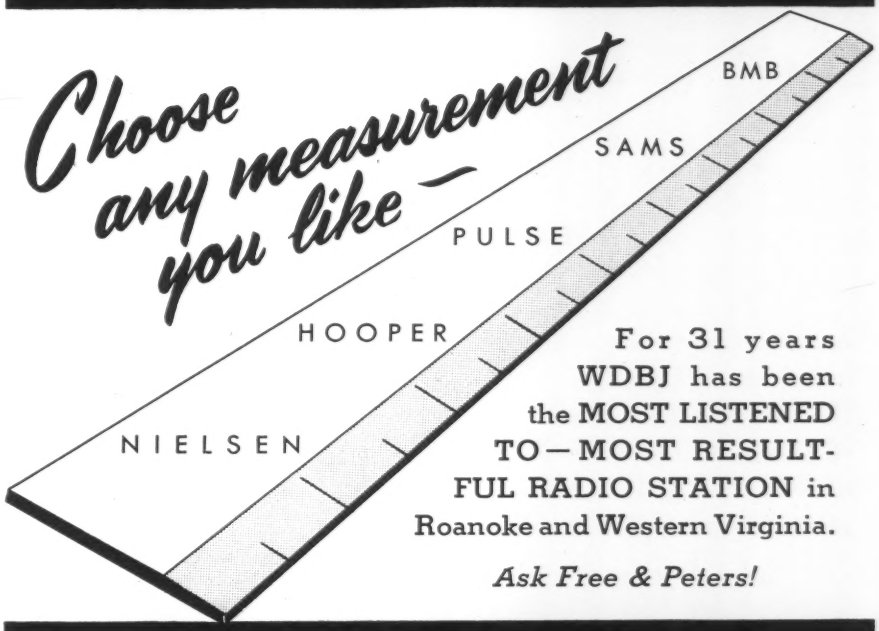
Jay A. Whalen, assistant tv promotion manager, Blair-Tv, N. Y., to tv promotion dept., Edward Petry & Co., same city.

Alan T. Axtell, formerly with CBS Radio Spot Sales, Chicago, to tv dept., Katz Agency Inc., Chicago.

Jory Nodland, formerly with sales staff, WMAQ Chicago, to sales staff, NBC Tv Spot Sales, same city.

Harry B. Simmons, formerly with NBC-TV sales department, to Bolling Co., N. Y., radio-tv station representative, as account executive.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



For 31 years WDBJ has been the MOST LISTENED TO — MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

is on WKBT*

Why Aren't You?

WHERE THE MONEY ROLLS IN

La Crosse takes in so much money that it resembles a bank! Manufacturing here does a $100,000,000 annual business. Agriculture enjoys a $10,000,000 annual income. And more money comes in from the tourist trade, from air, rail and river traffic. That's the money-making market offered by WKBT — on an exclusive basis. If you're interested in making money yourself, you couldn't pick a better spot.

Lucky Strike—sponsor of Ann Sothern's popular series—is just one of the many *lucky* advertisers buying WKBT. Why lucky? Because WKBT offers exclusive, unduplicated coverage of the newest and fastest-growing TV market in America! Latest statistics show that TV homes are up to 87,000* in La Crosse and environs—WKBT's exclusive TV territory. And heaven knows what the grand total will be next month! So it grows in La Crosse . . . the big opportunity market that is reached by one and only one TV station—WKBT. Luckiest buy in TV!

*Pulse Survey—March, 1955

***Ann Sothern stars in "Private Secretary"**
WKBT, Sundays, 6:30 P.M.

WKBT

CHANNEL 8
Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

NBC • CBS • ABC • DuMont

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

WESTINGHOUSE Broadcasting Co. o&o tv station program executives met in a two-day session in New York last week to discuss local live and film programming problems. Guest speakers were Steve Krantz, program manager of WRCA-TV New York; Richard Woollen, film director, KTTV (TV) Los Angeles and John Stearns, New York tv producer. At the meeting (l to r) Front row—Donald H. McGannon, vice president and general executive of WBC; Richard Pack, WBC national program manager; Byron Dowty, program manager, KDKA-TV Pittsburgh and Calvin Jones, executive producer, WPTZ (TV) Philadelphia; back row—Mr. Stearns; Roger Wolfe, assistant program manager, KDKA-TV; Mr. Krantz; William Dempsey, program manager, KPIX (TV) San Francisco; Mr. Woollen; Gordon Swan, program manager, WBZ-TV Boston; Stan Lee Broza, program manager, WPTZ, and Iran Berlow, assistant program manager, WBZ-TV.

STATION SHORTS

KTAN Sherman, Tex., reports April 6 storm blew off portion of station's roof, flooded transmitter room, control room and studio. By 9:45 a.m. equipment had been dried off and KTAN throughout day carried storm damage reports and public service announcements for police department, sheriff's office, highway patrol and phone and power companies.

WWLP (TV) Springfield, Mass., moves administrative, programming, engineering, financial and traffic depts. to studio-transmitter building, Provin Mt., Agawam; sales, news, film, photography and promotion depts. occupy new quarters, Birnie Bldg., 17 Pearl St., Apremont Triangle.

WSON-AM-FM Henderson, Ky., is installing new Collins 500w/250w am transmitter and RCA high fidelity turntables with installation completed and start of operation expected May 1.

KPTV (TV) Portland, Ore., announces approximate six weeks delay, until about end of May, in shipment of new 1,000 kw transmitter from RCA, due to modifications.

KFSD San Diego is installing new 25 kw RCA transmitter atop Mt. Soledad there with operation expected by early summer.

WEBB Baltimore began broadcasting April 2.

WTVT (TV) Tampa, Fla., has become basic affiliate of CBS-TV.

WTPA (TV) Harrisburg, Pa., has changed telephone to Cedar 8-7171.

WDSU-TV New Orleans has begun broadcasting local color programs.

STATION PEOPLE

Richard E. Ryan, sales manager, KLOK San Jose, Calif., appointed general manager.

Joseph H. Barker, West Virginia sales manager, WWKO Ashland, Ky., appointed station manager.

MR. BARKER

William C. O'Donnell, sales manager, KXOK St. Louis, elected to board of directors, KXOK Broadcasting Inc., succeeding **V. N. Springgate,** deceased; **Edwin Johnston,** partner, Cobbs, Armstrong, Teasdale & Roos (law), St. Louis, elected to KXOK board of directors, succeeding **Aubrey D. Reid,** resigned.

Bill Hippee, account executive, KRNT Des Moines, Iowa, appointed KRNT-AM-TV local sales manager [B•T, April 11].

Donald H. Edgemon, client service director, WLWC (TV) Columbus, Ohio, to WKRC-AM-FM-TV Cincinnati, as publicity and public relations director.

MR. EDGEMON

Norah A. Yardley, formerly with Motion Pictures for Television, N. Y., to WCOP Boston, as public relations and sales promotion director.

Robert E. Scott, formerly with sales staff, WFAA-TV Dallas, to WLWC (TV) Columbus, Ohio, as sales executive.

Frank Kurtz, formerly copy chief, KFBB Great Falls, Mont., named continuity director, WOW-AM-TV Omaha.

Jack F. Joyner, former sports publicity director, U. of Tennessee, appointed news and sports director, WTSK-TV Knoxville, Tenn.

John B. Ledbetter, formerly with engineering staff, KFMB-TV San Diego, appointed assistant chief engineer, KLAS-AM-TV Las Vegas, Nev.

Nancy Carey, sales promotion staff, WMBR-AM-FM-TV Jacksonville, Fla., named head of WMBR-AM-TV accounting dept.; **Marc Conn,** WMBR-AM-FM-TV accounting dept., appointed WMBR-TV local account executive; **Marion Rasmus** named head of WMBR-TV traffic dept.; **Alliette Register,** WMBR-AM-FM programming staff, to WMBR-TV traffic staff; **Mary Sample,** formerly with KROD-TV El Paso, Tex., to WMBR-AM-FM-TV sales promotion staff; **Sid Beighley** and **George Johnson** to WMBR-AM-FM as local account executives; **Hugh Batey,** formerly disc m.c.-announcer, WPDQ Jacksonville, to WMBR-AM-FM announcing staff; **Bob Booker,** WMBR-TV director, named WMBR-TV production manager.

Sidney Matz, advertising manager, Best Syrup Market chain, Phila., to WRCA-AM-TV New York as merchandising executive.

Edmond Chavanette, formerly with KOVR (TV) Stockton, Calif., to KFSD-TV San Diego as director.

Len Cane, sports director, WENT Gloversville, N. Y., to WEAV Plattsburg, N. Y., in same capacity.

Christine Wagner to WVET Rochester, N. Y., as traffic director, replacing **Norma Stewart,** resigned.

William H. Bell, formerly commercial manager, WHEN-TV Syracuse, N. Y., named assistant to general manager in charge of WHEN-AM. **Frederick Menzies,** formerly WHEN-TV regional sales manager, succeeds Mr. Bell.

MR. BELL

MR. MENZIES

Robert Moon, former writer-producer, KNXT (TV) Hollywood *Juke Box Jury,* to KTLA (TV) there as auctioneer on *TeeVee Auction* program.

Charley Stookey, former CBS Radio farm program conductor, to KWBU Corpus Christi, Tex., as farm program personality.

Ivan Smith, newsman and disc m.c., KXL Portland, Ore., appointed announcer, KPTV (TV) Portland, Ore., succeeding **Bill Clayton,** who moved to KONA (TV) Honolulu.

Farrell M. Smith, formerly with WMVG Milledgeville, Ga., to announcing staff, WMAZ-TV Macon, Ga.; **James G. Alford** to WMAZ news department.

Paul Dixon, personality, DuMont Television Network, to WLWT (TV) Cincinnati as program conductor for that station and affiliated WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio; **Sis Camp,** featured on Mr. Dixon's DuMont show, also moves to WLWT.

Shirley Reid to KTRK-TV Houston, Tex., as children's personality.

Harry Geise, meteorologist, to KGO-TV San Francisco as weatherman.

Champ Butler, radio-tv and nightclub singer, to KNXT (TV) Hollywood *Musical Nitecap* program, succeeding **Dave Willock,** resigned.

Raymond G. Girardin, radio-tv director, H. B. Humphrey, Alley & Richards Inc., Boston, to sales staff, WFBR Baltimore, as account executive.

Alexander W. Sheftell, account executive, WTTG (TV) Washington, to sales staff, WMAL-AM-FM there.

Al Seidner, formerly with Reuben H. Donnelley Corp., Chicago, to sales staff, WGAY Silver Spring, Md.

John J. Cassin Jr., salesman, WAAB Worcester, Mass., to sales staff, WRCA-TV New York.

Harry Miller, formerly advertising and public relations director, Cicero Federal Loan & Savings Assn., Cicero, Ill., to sales staff, WGN-TV Chicago.

Frank Beazley, former sales manager, KBAK-TV Bakersfield, Calif., to KNXT (TV) Hollywood as account executive.

Wallace Brazeal to KEAR San Mateo, Calif., as account executive.

Ray Marsh, formerly salesman, WCOL Columbus, Ohio, to WTVN Columbus as account executive.

Robert O. Pusey, account executive, KSL-AM-FM Salt Lake City, transfers to KSL-TV in same capacity.

Raymond Ruff, formerly sales manager, KTVQ (TV) Oklahoma City, to KDKA Pittsburgh as sales representative.

Joe Kelsey, formerly factory representative, Philco Corp., Chicago, to sales staff, WKDA Nashville, Tenn.

Frank Clarke, former public relations and marketing consultant, National Assn. for Advancement of Colored People, to sales staff, KSAN San Francisco.

U. S. Altman, KALI Pasadena, Calif., **Cliff Rucker** and **Harry Varlie** to KFSD San Diego, as salesmen.

More Bayou Capers

NEW ORLEANS continues to blossom as the scene of unconventional stunts to gain prominence for radio. The latest is a feat of disc jockey Scott Muni of WSMB. Station reports that during Mr. Scott's late show he kissed actress Cleo Moore for 11 minutes and one second, bettering by five minutes the "record" of Chicago tv disc jockey Jack Eigen and Miss Moore and upholding the "honor of radio." The "Kissing Marathon" follows the "Shtiggy Boom" performance of two disc m.c.'s of WNOE New Orleans, who played that record on the air for 58 consecutive hours [B•T, Feb. 21]. WSMB's switchboard was jammed with calls over the event, with many listeners expressing the hope Mr. Muni wouldn't be subjected to the same fate of Mr. Eigen, who was removed from his program.

Harvey Herbst, formerly with production staff, WFAA-TV Dallas, to sales staff, KTBC-TV Austin, Tex.

Ed Long, former Armed Forces Radio Service newscaster, to KBIG Avalon, Calif., as sportscaster, succeeding **Bruce Rice** who moves to sports staff, KWFT-AM-TV Wichita Falls, Tex.

Francis Robbins, formerly news editor, KDHL Faribault, Minn., to WCCO Minneapolis-St. Paul as news writer.

John Mullaney appointed assistant to sales promotion director, WEEI Boston.

Harold Salzman, newsman, WLS Chicago, appointed assistant to news editor.

William Douglas Brittain, formerly with WMMT McMinnville, Tenn., in news reporting and promotion capacities, to WLAC Nashville, Tenn., as personality.

Alene Hoyt to copy dept., WICC Bridgeport, Conn., replacing **Eleanor Coates.**

Lois Decker, accounting staff, Trans World Airlines, Burbank, Calif., to KBIG Avalon, Calif., in similar position.

Rosemary Garrett, assistant promotion and publicity director, KCOP (TV) Hollywood, to *Tv Radio Life* magazine.

John R. Pepper, president, Bluff City Broadcasting Co. (WDIA Memphis, Tenn.), elected member, Young Presidents' Organization, N. Y.

Ken Boehmer, promotion manager, WJBK-TV Detroit, appointed to serve on tv desk, "Operation Cue," Civil Defense test scheduled for end of April near Las Vegas, Nev.

Fred L. Bernstein, general manager, WTTM Trenton, N. J., appointed to head publicity committee, Greater Trenton Chamber of Commerce.

Robert E. Widmark, account executive, WMT Cedar Rapids, Iowa, elected president, Cedar Rapids Rotary Club.

George C. Biggar, general manager, WLBK DeKalb, Ill., elected honorary member, Chicago Loop Kiwanis Club.

Max E. Buck, advertising, merchandising and promotion director, WRCA-AM-TV New York, will speak before Assn. of National Advertisers' drug and toiletry group April 24 in N. Y. on "The 64 Million Dollar Question."

Merrill Joels, actor-announcer, *The Jewish Home Show,* WATV (TV) Newark, N. J., author of book, *Acting Is a Business.*

Anthony Mammarella, producer, WFIL-TV Philadelphia, and Agnes Becker, traffic dept., WPTZ (TV) there, were married.

Mac McGuire, disc m.c., KYW Philadelphia, father of girl, Dawn, April 12.

Edward Holubowitch, audio technician, WGLV (TV) Easton, Pa., father of boy, Edward Jr., April 11.

Joe Bluth, studio remote supervisor, KTTV (TV) Hollywood, father of girl, Wendi Ann, April 7.

Pat Landon, commentator, *Today in Philadelphia,* WPTZ (TV) Philadelphia, father of boy, Jonathon Wilson, April 3.

Bill Walsh, sales executive, WEEI Boston, father of boy, Steven.

William Cook, photographer, WMAZ-TV Macon, Ga., father of girl, Vivi Dawn; **Goodrich Shafer,** WMAZ-TV engineer, father of boy, Terry.

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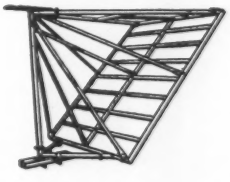

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SIOUX CITY, IOWA

RCA MAKES READY FOR MASS PRODUCTION OF 21-INCH ROUND METAL COLOR TV TUBE

Plans are outlined by W. Walter Watts, RCA executive vice president of electronic products. He says the manufacturing firm believes this tube will be the answer to low-cost color tv.

RCA's Tube Div. said last week that it is about to turn the corner and enter full-scale production on a mass production basis of its 21-inch round metal color tv tube.

As outlined by W. Walter Watts, executive vice president of RCA electronic products, these plans include:

• Eventual automation of the Lancaster, Pa., plant assuring mass production methods of color picture tubes and other tube components.

• Decision by RCA that its 21-inch round metal color tube "will be the answer to low-cost color tv."

• Introduction soon of a new chassis for the 21-inch tube with a simplified 28-tube circuitry. Although RCA has not yet announced the price of the new set, it is generally regarded that it will be shaved from the $895 at which the present receiver retails.

Mr. Watts said that the Lancaster plant's output of about 2,500 color picture tubes a month will be raised to 30,000 by the end of the year contingent on "pressure from the industry" and delivery of automation equipment. It is planned that by June, the Lancaster plant will end all of its black-and-white production and by Aug. 1, when the plant is expanded from 50,000 square feet of floor space to 132,000 square feet, all of the output will be devoted to color tubes.

Scheduled for Demand

Emphasis was made that time schedules and the rate of production will be geared to both industry and public demand for the tubes and sets. Mr. Watts said that millions of dollars worth of machinery have been ordered to mechanize and speed up color production.

Of significance, he said, has been a sharp reduction of the shrinkage rate of the color tube from the 80% level of some months ago to a little more than 16% which is near the average rate in black-and-white tube scrap.

According to Harry R. Seelen, manager of operational engineering for the Tube Div., RCA feels that its 21-inch tube is the only practical answer to low-cost color television. Mr. Seelen said he believed that RCA had made a "positive contribution" in getting color "off the ground" and had the tube which renders an "acceptable picture technically and according to standards which exist today."

RCA, he said, is not preparing any other color tube for the mass market and nothing lies ahead to indicate the company would change its mind. The round metal tube, Mr. Seelen declared, was the most inexpensive and thus "the most stable" color tube form to make.

There was an indication that RCA has received assurances from other manufacturers that they share confidence in the picture tube and are interested in making this type of tube when the demand is created.

Mr. Watts also outlined NBC-TV's plans to increase color programming in the fall. He predicted that the network would program some daytime "strips" in color which would aid dealers to demonstrate color sets in their stores.

RCA's current plans and steps already taken to boost color tv production were disclosed Tuesday at the Lancaster tube plant to a party of newsmen and RCA officials who toured the plant and inspected facilities.

22-inch Tube

DISCLOSURE was made last week that Allen B. DuMont Labs may have a 22-inch glass rectangular color tube in a set retailing from $700 to $1,000 as early as next September. Asked to comment on this report, Dr. Allen B. DuMont, president of the laboratories, said it was so, but that manufacture of such sets would be limited.

Upcoming Atomic Blast To Test Electronic Gear

ELECTRONIC GEAR of all types, including broadcast transmitting equipment and receivers, will be subjected to an atomic blast in the next fortnight as part of a civil defense "open shot" test.

Broadcasting executives as well as equipment makers and installers will observe the test, originally scheduled April 20 but now tentatively slated about the 25th or 26th. It is the only shot of the current atomic series to which observers are invited.

Equipment to be tested will be supplied by 30 electronics and 14 nuclear radiation equipment manufacturers, coordinated by Radio-Electronics-Tv Mfrs. Assn. The tests are under auspices of Federal Civil Defense Adm. and Atomic Energy Commission. Industrial groups also are supplying and erecting structures, textiles, food, household furnishings and appliances, transportation equipment and other items for exposure to the blast.

Disaster repair problems facing communications personnel will be shown by the civil defense tests, with information to be supplied national, state and local agencies. Electronic equipment will include a complete am broadcast station, mobile gear and associated base station, radio receivers, tv receivers, antennas, towers and a telephone switchboard.

RETMA's special atomic test group is headed by R. H. Williamson, General Electric Co.

RCA Develops Car Radio With Nine Transistors

DEVELOPMENT of an experimental transistorized automobile radio that operates directly from a 6-volt car battery and requires only about one-tenth the power used by conventional car radios was announced last week by RCA at a meeting of the southern district of American Institute of Electrical Engineers. Details were given at a meeting in St. Petersburg, Fla., by Larry A. Freedman, Thomas O. Stanley and David D. Holmes of the David Sarnoff Research Center of RCA.

The new radio uses nine transistors instead of electron tubes. The RCA representatives emphasized that the radio creates so little drain on a car battery that it could eliminate many cases of battery failure. It requires no vibrator, power transformer or rectifier which are needed in vacuum-tube car radios to increase and control the power level.

Light, Atomic Radiation Converted by RCA Device

PRODUCTION of a tiny semiconductor device that converts either light or atomic radiation directly to usable electrical energy was announced last week by RCA. The device is a silicon junction similar to those used in transistors and in the RCA atomic battery which uses light and radioactive material interchangeably as sources of radiation.

The battery unit was described at a southern district meeting of the American Institute of Electrical Engineers at St. Petersburg, Fla., by Dr. Ernest G. Linder, Paul Rappaport and J. J. Loferski of RCA.

February Radio-Tv Sales Mark Gain Over Last Year

SALES of radio and tv sets by retail stores in February ran higher than the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn. Sales of radio sets (not including auto sets) totaled 320,042 units in February compared to 474,947 in January and 262,679 in February, 1954. Two-month sales in 1955 totaled 740,989 sets compared to 573,302 in the first two months of 1954. Auto sets do not move through retail channels.

Sales of tv sets totaled 626,613 units in February compared to 647,585 in January and 536,017 in February 1954. Two-month tv sales in 1955 totaled 1,274,198 sets compared to 1,267,934 in 1954.

Electronics Sales Record Predicted for 1955 by Craig

TOTAL gross sales volume of America's electronics industry this year will be "appreciably higher" than the record $9.25 million established last year, it was predicted last week by John W. Craig, vice president and general manager of the RCA Home Appliance Div.

Mr. Craig offered this prediction in a talk before the Centennial Symposium of the School of Business and Public Service of Michigan State College. He asserted that "Nowhere in the history of mankind is there a business success story to match that of the electronics industry."

Tv Picture Tube Sales Up

SALES of tv picture tubes in February totaled 859,529 units compared to 866,956 in January and 645,715 in February, 1954, according to Radio-Electronics-Tv Mfrs. Assn. Sales of receiving tubes totaled 38,526,796 units in February, 37,949,762 in January and 25,189,147 in February 1954.

MANUFACTURING PEOPLE

Edward R. Taylor, vice president of marketing and assistant to president, and **Walter B. Scott,** vice president of manufacturing, consumer and military products, Motorola Inc., Chicago, nominated for directorships. Elections will be held following annual shareholders meeting May 2.

Jack S. Beldon, formerly marketing manager, air conditioning div., General Electric Co., Schenectady, N. Y., named manager, marketing, radio-tv department.

Robert Pappas appointed quality control manager, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Charles T. Humphrey, manager, Kansas City service district, lamp div., General Electric Co., Schenectady, N. Y., named manager of marketing administrative services, specialty control department.

ZENITH HAS PAY-TV CAPITAL AVAILABLE

Consultant Millard C. Faught, in Washington Press Club debate with Alfred Starr, Organizations for Free-Tv co-chairman, said his firm has millions of dollars more available to build decoders and supply transmitting gear for the advancement of Phonevision.

ZENITH RADIO Corp. is prepared to risk several million more dollars to build decoders for rental to pay-to-see viewers and it will supply necessary gear to transmitting stations, the company announced last week.

Three weeks prior to the May 9 FCC deadline for comments, fee-tv proponents and opponents were grinding out volumes of material on behalf of their positions. The week's developments included:

• Strong NARTB stand against pay-to-see tv if it is to operate within the tv broadcast band (see NARTB story, page 68).

• Loud slap at NARTB for this action by Comdr. E. F. McDonald Jr., Zenith president, who charged association is dominated by networks.

• Free-swinging debate Thursday at National Press Club, Washington, between Dr. Millard C. Faught, Zenith consultant and public relations counsel, and Alfred Starr, of Nashville, co-chairman of Organizations for Free-Tv.

Announcement of Zenith's willingness to absorb financial risk for Phonevision, as "with low-band fm, with early tv sets or now with costly color sets," was made during the Press Club debate by Dr. Faught. "If the bold experiment fails, it's our shirts," he said. "If it succeeds, fine. But in either case the public will have had a no-risk opportunity for the first time in broadcasting history to decide in advance where the public interest lies with respect to a new gadget."

Zenith-CBS Quarrel Continues

Besides its Press Club stand, and the rebuke aimed at NARTB, Zenith continued its exchange with CBS-TV over omission of Zenith pay-to-see messages from an *Omnibus* program [B•T, April 11].

Comdr. McDonald, in attacking NARTB, charged "powerful network interests" presuming to speak for the entire broadcasting industry "are attempting to stifle a new development that can enable independent stations to compete with them on equal terms and that can make possible hundreds of new tv stations to compete with them and provide improved tv service for the public." He charged the networks have aligned themselves with several groups of motion picture theatre operators who are trying to keep new movies and other "great entertainment" away from home tv.

He demanded an immediate probe by the Dept. of Justice, FCC and Senate Committee on Interstate & Foreign Commerce.

Joseph S. Wright, Zenith general counsel, continued his exchange of letters with Richard Salant, CBS Inc. vice president. He claimed Phonevision is a product and a service and therefore qualifies under the CBS copy acceptance standards governing controversial subjects.

Mr. Wright insisted Zenith should get an $80,000 rebate for the *Omnibus* cancellations.

The economics of pay-to-see tv were discussed by Dr. Faught at the Press Club. After

AMERICAN WOMEN IN RADIO AND TELEVISION

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The Finest collection of First Run Movies ever scheduled in the Detroit Market.

YOUR CLIENT WILL PROFIT WITH...
Six participating film commercials per week in a repeated First Run Movie Schedule in high rated premium time.

YOUR COMMERCIALS SELL TO AN ESTABLISHED AUDIENCE...
Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2.5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your Adam J. Young Representative or

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STREAMLINED low-windage
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The new AMCI Type 1046 antenna is a streamlined version of the Type 1040, resulting in substantially lower windage. This new design allows many existing towers to support a four-bay array with a gain of 16, often enabling one to achieve an ERP of 316 kw with a 25 kw transmitter, instead of the usual 40 or 50 kw. Ask for Bulletin B-554

ANTENNA SYSTEMS—COMPONENTS
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promising that subscriber service could provide superior programming, he said he believed the average family will watch 10 sponsored programs in an average week for every one on paid tv. "We will be delighted if the average family buys $2 worth of subscription programs per week," he said, predicting over a third of tv's total future revenue will come from subscription service.

Mr. Starr smilingly referred to what he termed Comdr. McDonald's dreams of $20 million dropped into Zenith slot machines" in living rooms when the "very best you can get for your money is what you're now getting free."

Mr. Starr speculated on a fight among pay-to-see patent holders; suggested it would cost the public a billion dollars "just to get ready to put our dollars in the slot;" claimed free and coin-box tv "can't co-exist;" saw possible monopolistic control in paid tv, including the Paramount Pictures 80% ownership of International Telemeter; wondered who would collect a 10% federal tax on admissions; contemplated opposition to paid tv from tv networks, transportation companies, retail merchants groups, restaurants, real estate associations, hospitalized veterans, shut-ins, set owners and others.

Citing "Peter Pan" and other telecasts, he said, "All the proponents of toll-tv can say is, 'We will give you more of the same, but not for free'." He doubted if the small-town subscription market is worth the cost of handling.

In a statement filed with the FCC, Gilbert Miller, theatre owner and Broadway producer, favored subscription tv as "a tremendous aid to the legitimate theatre."

Round-table discussion on pay-to-see tv was aired yesterday (Sunday) on *Reviewing Stand*, show produced by the radio department of Northwestern U., on MBS. Appearing on the panel were Trueman T. Rembush, co-chairman of Organizations for Free Tv; Larry Walters, radio-tv editor, *Chicago Tribune*, and Mr. Wright for Zenith.

Mr. Rembush and Mr. Starr, have launched a program designed to acquaint television viewers with "dangerous implications in proposed pay-as-you-see-tv systems now being considered by the FCC affecting the national economy, threatening today's free programs and otherwise disrupting the broadcasting industry." Their group lauded the NARTB stand against fee-tv.

DOHERTY NAMED TO NATS POST

RICHARD P. DOHERTY, president of Television-Radio Management Corp., has joined the newly-formed National Affiliated Television Stations Inc. as director of management services in addition to serving as president of his management concern, Berman Swarttz, secretary-treasurer of NATS, announced today (Monday).

MR. DOHERTY

Mr. Doherty, formerly a vice president of NARTB, will work with NATS in expanding station membership and in rendering operating, programming, costs and other management services to NATS' member stations.

Mr. Swarttz said that the NATS development program, sponsored by General Electric Co., has met with a "tremendous response from" branches of the broadcasting industry, and "are confident that Mr. Doherty's employ" will be met with the same enthusiasm." NATS, Mr. Swarttz explained, is a national organization of both vhf and uhf stations designed to improve the revenue and profit of individual station members.

Mr. Doherty was with NARTB from 19[illegible] to 1954 where he developed an operating [illegible] yardstick for tv station operations. He also worked on continuing surveys and studies on such subjects as operating manpower in local stations, employment and management problems and cost accounting for both vhf and uhf stations.

Mr. Doherty has also been active as an industry representative on a number of government boards. He has been a member of the U. S. Chamber of Commerce committees on advertising and employer-employe relations.

AT&T Seeks New Facilities

APPLICATION was filed with FCC last Wednesday by the Long Lines Dept. of AT&T and associated companies seeking authority to construct new telephone facilities costing about $27 million.

A Long Lines announcement said the application also outlines plans for converting the Dallas-Los Angeles coaxial cable to a newer type transmission system called "L3 Carrier."

The conversion, AT&T said, would make available about 1,200 additional telephone circuits and two additional television channels.

— PROFESSIONAL SERVICES —

Cohen Joins Cohn & Marks

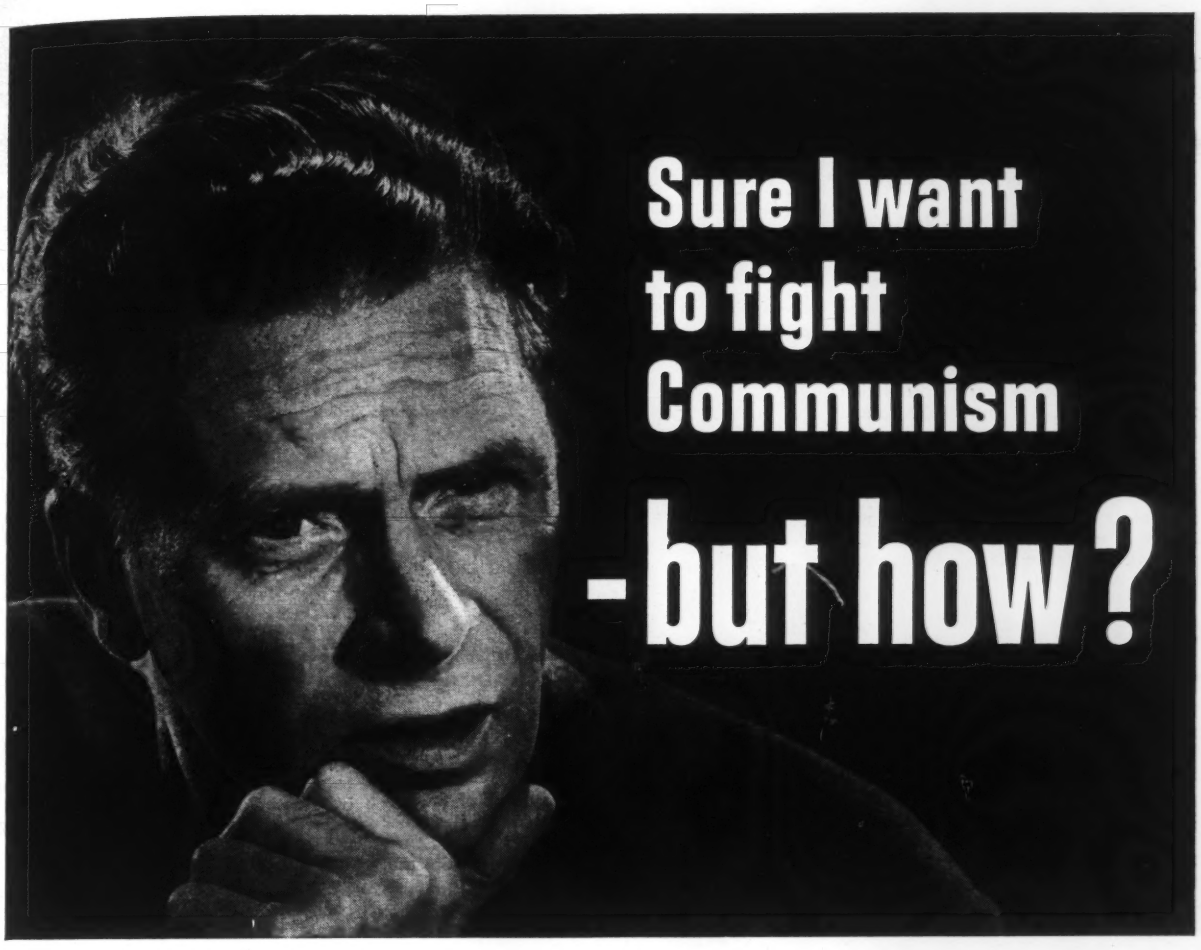
STANLEY B. COHEN, former FCC Hearing Division trial attorney and more recently associated with Washington attorney Leo Resnick, has joined the Washington law office of Cohn & Marks, it was announced last week. Mr. Cohen was graduated from Brooklyn College, N. Y., in 1947 and from Harvard Law School in 1950. He was with the FCC until 1954, when he left to join Mr. Resnick, former FCC hearing examiner.

MR. COHEN

Mr. Cohen was with the Army in the European Theatre during World War II. He is a member of the New York and District of Columbia Bar Assns., the Bar of the Court of Appeals and the Federal Communications Bar Assn.

Bacon, Sause Form NATA

FORMATION of the National Assn. of Television Advertisers, Glens Falls, N. Y., to obtain maximum public relations benefits for tv broadcasters, has been announced by Paul W. Bacon, executive director, and Frank A. Sause, director of sales. Messrs. Bacon and Sause resigned from National Radio Representatives, where they served as eastern division agent and account executive, respectively, to form the organization.



With "TRUTH DOLLARS"—*that's how!*

Your "Truth Dollars" fight Communism in it's own back yard—*behind* the Iron Curtain. Give "Truth Dollars" and get in the fight!

"Truth Dollars" send words of truth and hope to the 70 million freedom loving people behind the Iron Curtain.

These words broadcast over Radio Free Europe's 29 transmitters reach Poles, Czechoslovakians, Hungarians, Romanians and Bulgarians. RFE is supported by the voluntary, cooperative action of millions of Americans engaged in this fight of good against evil.

How do "Truth Dollars" fight Communism? By exposing Red lies . . . revealing news suppressed by Moscow and by unmasking Communist collaborators. The broadcasts are by exiles in the native tongues of the people to whom they are beamed.

Radio Free Europe is hurting Communism in its own back yard. We know by Red efforts to "jam" our programs (so far without success). To successfully continue these broadcasts, even more transmitters are needed.

Every dollar buys 100 words of truth. That's how hard "Truth Dollars" work. Your dollars will help 70 million people resist the Kremlin. Keep the truth turned on. Send as many "Truth Dollars" as you can (if possible, a dollar for each member of your family). The need is now.

Support Radio Free Europe

Send your "Truth Dollars" to CRUSADE FOR FREEDOM c/o your Postmaster

(This space contributed, in the public interest, by BROADCASTING•TELECASTING)

WGA National Meeting Discusses Network Progress

PROGRESS report on month-long New York negotiations for a live tv and a freelance radio contract between networks and Writers Guild of America highlighted the first WGA national council meeting, which ended in Hollywood yesterday (Sunday).

Representatives of WGA East, New York, and WGA West, Hollywood, also elected a national council chairman for a two year term to act as liaison between WGAE and WGAW and to mediate issues arising between planned biannual meetings.

Additionally, the WGA council heard a discussion of film tv negotiations, to start shortly in Hollywood; signed a formal affiliation agreement between WGAW and WGAE, and agreed on joint corporate procedures (i.e. working rules, credits manual, unfair lists, combined awards dinner, bulletin, market list, copyrights, etc.).

Paul Franklin, WGAW vice president, was national council meeting president. National council meetings will alternate between coasts, with the next scheduled for New York in October.

WOR-AM-TV, Musicians Local Near End of Year's Dispute

LONG-STANDING dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians (AFL), is headed for settlement in accordance with terms of a contract announced last week calling for the employment of union musicians at the stations. The contract is expected to be signed within the next two weeks.

A joint announcement by Gordon Gray, general manager of the stations, and Al Manuti, president of Local 802, said the contract, which will run until Feb. 1, 1959, calls for an outlay by the WOR division of General Teleradio Inc. of $117,500 annually for "live" music.

It is reported that the annual outlay of funds will provide for the employment of 14 musicians, a contractor and a conductor, said to be Ted Steele.

The stations have employed no musicians since March 1, 1954, when the old contract expired [B•T, March 1, 1954]. At that time the stations had a staff of 40 musicians, costing an estimated $400,000 a year. The union originally had insisted on the employment of 40 staff musicians, while the stations had demanded the right to hire musicians "as needed."

Bell Strike Hampers Tv

INTERRUPTION of radio and tv network programs continued last week on a sporadic basis as the strike of Communications Workers of America (CIO) against Southern Bell Telephone & Telegraph Co. neared the end of its fifth week.

Three Atlanta tv stations suffered audio interruptions the evening of April 9 when twin cables were cut near Atlanta on the Atlanta-Charlotte link. WSB-TV lost 16 minutes of sound during the *Merry Widow* on NBC-TV. WAGA-TV lost 23 audio minutes during *Two for the Money* on CBS-TV. WLWA (TV) was off a half-hour during *Ozark Jubilee* on ABC-TV. The audio circuits were re-routed around the break.

PERSONNEL RELATION PEOPLE

Dot Meyberg, Hollywood radio commentator, named to head publicity and public relations committee, Hollywood local's *1955-56 American Federation of Tv & Radio Artists Guide.*

CBS RADIO NAMES TWO SALES HEADS

Lochridge appointed eastern sales manager for CBS Radio, succeeding Overall. Reitzel to become sales manager of Detroit office.

APPOINTMENTS of Ben Lochridge as eastern sales manager for CBS Radio with headquarters in New York and of Bok Reitzel as sales manager of the Detroit office, effective May 2, were announced last week by John Karol, CBS

MR. LOCHRIDGE MR. REITZEL

Radio vice president in charge of network sales. Mr. Lochridge succeeds John R. Overall, who resigned after serving in that post since joining CBS Radio last July.

Mr. Lochridge has been manager of the Detroit office of CBS Radio network sales since June 1, 1953.

Mr. Reitzel comes to his new post from that of Pacific Coast sales manager for CBS Radio, which he has held since September 1953.

Messrs. Lochridge and Reitzel will report to Dudley Faust, network sales manager, CBS Radio. The post vacated by Mr. Reitzel is still to be filled.

CBS Signs Five-Year Pact For Gator Bowl Football

EXCLUSIVE five-year contract was signed last week under which the Gator Bowl football game in Jacksonville, Fla., will be carried on the full CBS Radio and CBS-TV networks, starting this year. The Gator game henceforth will be played on the Saturday between Christmas and New Year's. This year it will be held on Saturday, Dec. 31.

The contract was signed by Sig Mickelson, CBS vice president in charge of news and public affairs; J. E. McGregor, past president, and Roger L. Main, first vice president of the Gator Bowl Assn. Glenn Marshall Jr., president and general manager of WMBR-AM-TV Jacksonville (KBS radio and CBS-TV outlets), is president of the Gator Bowl Assn.

NBC-TV Affiliates to Meet, Hear Network's Schedules

SOME 150 officials of NBC-TV affiliated stations will meet in New York Thursday and Friday to be briefed on the network's summer and fall program and sales schedules, and to learn details of new sales presentations and new selling techniques developed by NBC-TV.

Sylvester L. Weaver, NBC president, will preside over the opening and closing of the two-day meeting. Members of the NBC-TV executive committee who will be in attendance include Walter Damm (chairman), WTMJ-TV Milwaukee; Clair McCullough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold See, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke, Va.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Other NBC officials who will speak before the affiliates meeting are Robert W. Sarnoff, executive vice president; Thomas A. McAvity, vice president in charge of the television network; A. R. Pinkham, vice president for tv network programs; Joseph V. Heffernan, financial vice president, and Kenneth W. Bilby, vice president for public relations.

Salk Release Break Evokes Criticisms

PREMATURE release of the Salk vaccine story on NBC-TV's *Today* show drew protests of varying degrees from many quarters of the industry, most of them rebuking the network for violating the ethics of journalism.

NBC-TV broke the release time last Tuesday on the Salk vaccine story and explained it took this action primarily because "accurate and lengthy reports" of the news development had been carried "as long as three weeks before the official release." NBC-TV presented the story at 9:20 a.m. EST, although the release time had been set for 10:20 a.m. EST.

The move was sharply criticized by Charles Collingwood, CBS-TV commentator, on that network's *Morning Show* last Wednesday, and by Russ Van Dyke, president of the Radio-Television News Directors Assn. Both protests indicated that the NBC-TV action was a breach of ethics.

A formal statement from NBC said it had been told on April 8 that the evaluation study would not be held "after 9 a.m." last Tuesday, and accordingly notified its affiliates that the report would be put on the *Today* show. Last Monday, the statement continued, the network was informed that the release time was to be at 10:20 a.m. and it tried to have the original time of the release restored. The statement added:

"Since many metropolitan dailies and wire services had carried accurate and lengthy reports on the success of the vaccine as much as three weeks prior to the release day, NBC released a summary of the results as soon as the material was available."

A spokesman said that NBC would not go beyond its statement to identify the individual who had said originally that the study would not be held "after 9 a.m."

'Struck' at Ethics

Mr. Collingwood, in answer to a query from Jack Paar, host of the *Morning Show,* said that NBC's action "struck at the fundamental ethics of journalism." He noted that CBS could have done the same thing, and said that he would "rather be beaten on a thing like this than break faith." Mr. Paar observed that NBC could apologize but that would be "locking the door after the chimpanzee got out."

Mr. Van Dyke, who is news director of KRNT Des Moines, said his organization was "much disturbed." He said he had been notified that the director of the *Today* show had broken the time of the release without warning to other media, and added:

"If true, he violated one of the oldest and most useful rules of journalism, and strong protests are in order."

Jim Bormann, news director of WCCO-AM-TV Minneapolis, said in a letter to Sylvester L. Weaver Jr., NBC president, that such an ex-

ample of "bad judgment . . . could unravel the fabric of confidence which has been diligently woven by responsible newsmen in our craft." He said "blunders" like this can be traced to news decisions being made by persons who are not "professional newsmen."

Asserting that broadcasting has long since come of age in journalism, Daniel W. Kops, vice president and general manager of WAVZ New Haven, Conn., said he felt as though "the clock had been turned back" when the release date was "knowingly and arbitrarily violated."

This "cheap jumping" of the gun is a "sad commentary upon the honor" of NBC, declared William M. Brady, program director of WPRC Lincoln, Ill. He said the strict adherence to the release date is among the most ethical journalistic practices.

Thad M. Sandstrom, general manager of KSEK Pittsburg, Kan., said the person responsible for the action "must be a man without conscience or honor."

News of Salk Vaccine Spread by Radio-Tv

RADIO AND TV led the way last Tuesday in disseminating the news that Dr. Jonas Salk's $10 million anti-polio vaccine experiment was a success.

The material was handled in a variety of ways—live, closed-circuit and delayed broadcast and telecast—by local stations, regional networks and the national giants of mass communication (see IN REVIEW, page 15).

National Foundation for Infantile Paralysis President Basil O'Connor reported that Tuesday night 54,000 physicians in the U. S. and Canada saw a one-hour live closed-circuit telecast from Ann Arbor, Mich., where the Salk announcement was made.

ABC Radio arranged to have the broadcast beamed to 1.3 million students in midwest public and parochial schools, to the armed forces throughout the world via Armed Forces Radio Service and to two educational stations—WGST Atlanta, Ga., and WGBH (FM) Boston.

CBS, besides Edward R. Murrow's coverage, presented Arthur Godfrey and CBS correspondents Winston Burdett and Douglas Edwards with background information and supplemental interviews. The network included an interview with Dr. Salk's parents in a Wednesday 9-9:15 a.m. EST show.

Mutual presented a special 25-minute program with John Scott outlining the details of the medical development.

NBC disrupted its normal program schedule to rush news of the report to the public. Reporters Irving Levin, W. W. Chaplin and Jim Hurlbut gave on-the-scene accounts as details of the experiment were unveiled.

Last Thursday WBNS-TV Columbus, Ohio, presented its tribute to the outcome of the Salk tests, "Milestone—A Report to the People." The half-hour program used film sequences and live interviews with local, county and national public health and school officials.

This Wednesday WMAZ-TV Macon, Ga., is scheduled to televise the first Salk anti-polio inoculations to take place in the county in which the station is located.

Collingwood Quits 'Adventure'

CHARLES COLLINGWOOD last week announced he has decided to resign from CBS-TV's *Adventure* program (Sun., 3:30-4 p.m. EST), effective April 24, because of pressure of other CBS-TV assignments. Mr. Collingwood said he regretted the move, but noted that he appears each weekday on *The Morning Show* of CBS-TV and throughout the week on various other programs.

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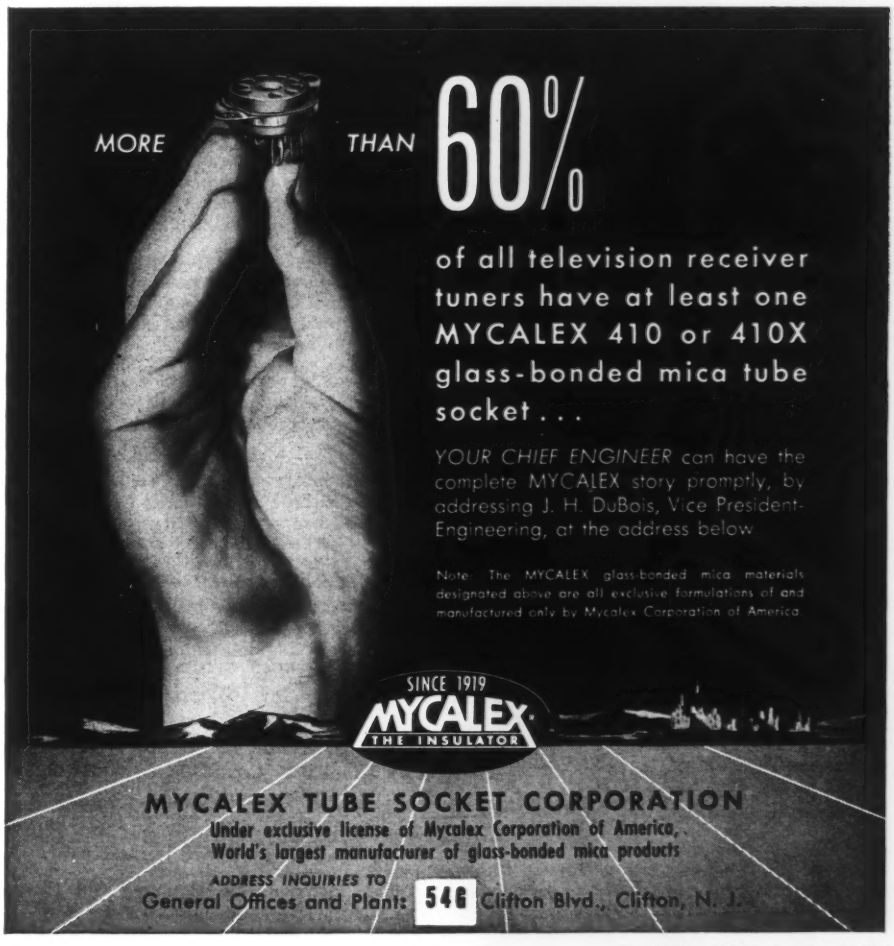
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RADIO-TV PLAN TO COVER APRIL 26 A-BOMB BLAST

Preparations, detonation and aftermath of explosion at Nevada proving grounds to be heard and viewed in live programs from April 24-27.

PLANS for coverage of the atomic blast scheduled for April 26 at Yucca Flat, Nev., have been announced by both radio and television networks. In addition to the blast itself, plans for coverage of the preparation and aftermath of the explosion running April 24-27 were also announced. The presentation is designed to give the public an idea of what would happen if it were to undergo an atomic attack.

On April 26, the blast will be heard in a pool broadcast on ABC Radio, CBS Radio and NBC Radio, 8:15-8:30 a.m. EST. John Daly will broadcast for ABC. Walter Cronkite, Charles Collingwood, Dallas Townsend, Jack Beck and Grant Holcomb will describe the event for CBS. Morgan Beatty and Herb Kaplow will handle NBC's radio coverage.

For two days preceding the test, CBS Radio plans to bring listeners stories of the preparations to be heard principally on regular network shows. On April 27, CBS will report on the damage in a special program 10-10:15 p.m.

A spokesman for MBS said the network will also cover the blast but specific plans have not as yet been finalized.

Pool television coverage of the blast on Tuesday will be furnished by CBS-TV and NBC-TV with ABC-TV telecasting highlights of the explosion on its regularly scheduled newscasts. DuMont has no plans to cover the event. On the day of the explosion CBS-TV and NBC-TV will telecast two programs jointly—a preview of last-minute arrangements at the target area, 7:10-7:20 a.m. and the blast itself, 8-8:30 a.m. CBS newsmen covering the explosion for the radio network will also handle the television coverage. Representing NBC-TV will be Ben Grauer, Dave Garroway, and Hugh Downs in addition to Messrs. Beatty and Kaplow.

In addition to its pool coverage, NBC-TV will also photograph the explosion in color. These films will be processed in Hollywood and shown on the network's *News Caravan* on Tuesday evening.

Thompson, Sprague, Neal Get Appointments at NBC

APPOINTMENT of John H. Thompson as manager of news and special events, Pacific Div., of NBC, was announced last week by Davidson Taylor, vice president in charge of public affairs. Mr. Thompson has been program director of KNBC San Francisco, NBC o&o station.

Other new assignments in the network's news and special events operation on the West Coast were also announced. Roger Sprague has been appointed supervisor of central news desk for both the radio and television networks. Roy Neal, newscaster, will continue as west coast commentator on NBC-TV's *News Caravan* and as a producer of special events. Both men will report to Mr. Thompson.

CBS Central Contracts Miller for Network Radio

CBS Central Div. last week signed an "exclusive" contract with disc jockey Howard Miller, looking toward his appearance on a network radio show, reportedly to be sponsored by the William Wrigley Co., it was revealed.

The pact would pay Mr. Miller $4,000 weekly. The contract also envisions proposed network tv programs out of Chicago at a later date, it was understood. Under the terms, Mr. Miller would be required to abandon all other radio-tv shows except his early-morning program on WIND Chicago.

Neither CBS nor the Wrigley firm would confirm details of the contract or the radio program Thursday.

Long identified with Chicago radio as a freelancer, Mr. Miller now conducts, in addition to his radio record shows, a two-hour late evening telecast on WBBM-TV and a daily afternoon show, *Close-up*, on WNBQ (TV).

NBC Film Div. Sales Staff Holds Three-Day Meeting

THREE-DAY meeting of the national sales staff of the NBC Film Div. opened in New York last Wednesday with the agenda covering plans in sales, advertising and promotion, public relations, research, film traffic and shipping.

In attendance at the various sessions were Sylvester L. (Pat) Weaver, NBC president; Robert Sarnoff, executive vice president and formerly vice president in charge of the Film Div.; Carl M. Stanton, NBC vice president in charge of the division; H. Weller (Jake) Keever, national sales manager; Clifford Ogden, western sales manager, and Don Curtis, central sales manager.

The first two days of the meeting consisted of talks and panel discussions centering around plans on sales and supporting services for current properties. Friday's meeting was devoted to plans for new properties, particularly the *Steven Donovan, Western Marshal* series.

NETWORK PEOPLE

Elizabeth Scofield, assistant to manager of magazine div., CBS-TV, to CBS-TV *Person to Person* staff as editorial associate, replacing **Arthur Settell,** now with CBS news & public affairs dept.; **Alice Crocker,** Brenon & Morgan Assoc. (publicity) to CBS-TV's magazine div. replacing Miss Scofield.

George P. Herro, publicity and promotion, MBS midwest div., Chicago, appointed account executive; **Elizabeth Troughton,** assistant publicity and promotion manager, succeeds Mr. Herro.

Jim Gibson, supervisor, CBS Radio recording dept., Hollywood, named supervisor of studio services, succeeding **William Beckinsale,** resigned.

Joan Cottingham, advertising copywriter, Westinghouse Electric International Co., N. Y., to advertising and promotion dept., ABC there as writer.

Danny Simon and **Jess Goldstein,** Hollywood writers, to NBC-TV *Jimmy Durante Show*, succeeding **Artie Stander.**

Thomas W. Sarnoff, production director, NBC Western Div., and Janyce Lois Lundon are to be married in May.

Murdo MacKenzie, co-producer and director, CBS Radio *Bing Crosby Show*, father of boy, Roderick Stuart, April 6.

Alfred Woolley, account executive, NBC Hollywood, father of boy, Alfred Jr., March 30.

William Hohmann, tv salesman, NBC Central Div., Chicago, father of girl, Susan.

CBS Donates Equipment To Educ. WTTW (TV)

CBS Central Div. has announced the gift of an auxiliary tv transmitter and antenna equipment to the Chicago Educational Television Assn., licensee of forthcoming WTTW (TV) on ch. 11 that city.

Formal presentation was made Tuesday by H. Leslie Atlass, vice president in charge of the network's Central Div., to Edward L. Ryerson, CETA president, in brief ceremonies at CBS Chicago headquarters. The equipment is valued at $575,000 and also includes a transmitter site in the Field Bldg., color tv facilities and a complete studio equipped with film cameras and office furniture. The network's o&o WBBM-TV Chicago had used the transmitter for "standby" purposes, particularly when it increased its power months ago to 200 kw.

In announcing the transfer of documents, Mr. Atlass noted that WBBM-TV has made its broadcasting facilities available on many occasions to "noteworthy causes," and that "our intention at CBS has always been to present educational and cultural programs in addition to those that entertain." He cited a number of programs produced by the educational and public affairs departments at the network and station levels.

Mr. Ryerson expressed appreciation for "this latest assistance to educational television" and said it would speed up the opening of WTTW's operations. "Since we already have our studio space, executive director and other key personnel lined up, we are now able to anticipate our target date as being on the air with test programs in the summer, and with educational programs by fall," he stated.

CETA previously had made arrangements for studio space in the Museum of Science & Industry, which it still plans to occupy.

Clendenen Says Delinquency Has Many Roots, Causes

JUVENILE DELINQUENCY has "multiple roots" and many causes besides the depiction of crime on radio, television and in the movies, the Illinois Congress of Parents & Teachers Assn. was told in Chicago last week at its 53d annual meeting.

The speaker was Richard Clendenen, who last February resigned as executive director of the Senate Judiciary Subcommittee to investigate juvenile delinquency. He spoke at Thursday's opening session of a three-day meeting at the Conrad Hilton Hotel.

"Major problem confronting efforts to develop effective delinquency control programs is the tendency of theorists and social engineers to look at only part of the picture," Mr. Clendenen asserted. He said that "until we are wise enough and bold enough to develop programs embracing the several causative and contributing factors, the problem of juvenile delinquency will not be met."

McConnaughey, Hennock Address IERT Meet

(Also see related awards story, page 104)

EDUCATION and radio-tv were the major topics discussed in addresses last week by FCC Chairman George C. McConnaughey and Comr. Frieda Hennock at the 25th anniversary of the Institute for Education by Radio-Television held under the auspices of Ohio State U. at Columbus.

Mr. McConnaughey once again spoke of his

strong convictions on the subject of minimum government control. Mr. McConnaughey referred to the 257 channels now reserved for educational tv, 85 vhf and 172 uhf. Of these, he said, 34 are presently authorized with seven vhf and two uhf operating under special temporary authority. Mr. McConnaughey called for patience by government agencies and noted that "At the presnt time the activities of educational broadcasting are not straining my patience." The FCC chairman further noted that "television and radio provide one of the most potent means by which we disseminate information by the visual and aural method which is necessary for mass education."

Comr. Hennock discussed the subject of campus radio stations and urged "every college and university in this country, not only to establish college campus radio stations—themselves very important—but to build both radio and television educational stations in their communities as well." Miss Hennock noted that there are presently 200 operating campus radio stations and that they are now especially important "when the family television screen is replete with crime and horror programs of such a sordid character that it corrodes and insidiously eats into the minds of children under the guise of entertainment."

New York Teachers Take Closed-Circuit Tv Exam

GROUP of 720 New York City public school teachers seeking licenses as school principals watched a closed-circuit telecast last week which was produced by the board of examiners of the city school system and WCBS-TV New York.

The classroom scenes, set up in a WCBS-TV studio, were viewed by the teachers who were assembled in a large auditorium.

Prior to the closed-circuit experiment, principal examinations were taken by teachers who visited schools in small groups to inspect classes and the way in which they were handled. Estimated cost of the closed-circuit telecast was $4,500. Under the former system, the cost for substitute teachers for those taking the examination would have been $12,000.

Educ. Tv Group Appointments

THOMAS A. VAN SANT, chairman of the board, Baltimore Community Educational Tv Inc., has announced the following appointments to the board of directors: Ruth Dudderar, Anne Arundel County (Md.) Board of Education; Thomas G. McCausland, Junior Assn. of Commerce; Ken Carter, WAAM (TV) Baltimore; Donald S. Frank, Baltimore Area Projects; Mrs. George H. Kastendike, Junior League of Baltimore; Edyth Onion, Bureau of Recreation; William Ewald, Retail Merchants Assn., and Mrs. Richard A. Skryock who will represent the following groups—YWCA, American Assn. of University Women; Baltimore District of Women Voters and the National Council of Jewish Women.

WGLV (TV) Forms Educ. Unit

AN EDUCATIONAL Advisory Committee has been formed at WGLV (TV) Easton, Pa., to aid in the preparation of a series of educational programs to be seen next fall on the ch. 57 station.

Advisory committee members are: Chairman Ralph Charles Wood, Muhlenberg College, Allentown; M. Candler Lazenby, Lehigh U., Bethlehem; James R. Vitelli, Lafayette College, Easton, and John R. Porterfield, WGLV general manager.

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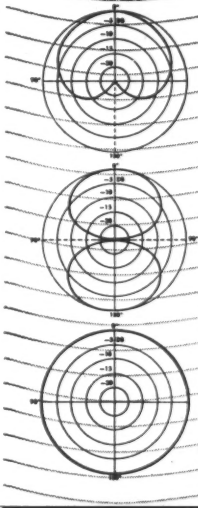

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OHIO GROUP LISTS RADIO, TV AWARDS

RADIO-TV awards and honorable mentions of the 19th American Exhibition of Educational Radio & Television Programs were announced last week. The exhibition was held in Columbus in conjunction with the annual Ohio State U. Institute for Education by Radio-Television (see page 102).

Awards are:

Part I. Television Awards

Group I. Network

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Frontiers of Faith,* to national organizations representing the three major faiths in the United States. Telecast on NBC-TV.

Honorable Mention. *Living,* to the Committee on Broadcasting Companies. Broadcast from Toronto on CBC.

Special Award. *The National Farm and Home Hour* for its coverage of the highlights of the International Livestock Exposition and National 4-H Club Congress to NBC. Broadcast from Chicago by NBC-TV.

Class 2 — Cultural, Drama, Art, Science, Literature, etc.

First Award. *Adventure,* to CBS.

Honorable Mention. *Summer Festival,* to CBC.

Honorable Mention. *NBC-TV Opera Theatre,* to NBC.

Honorable Mention. *March of Medicine,* to NBC, American Medical Assn. and Smith, Kline & French.

Special Award. *Disneyland,* to ABC and Walt Disney Productions.

Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.

First Award. *The Search,* to CBS.

Class 4—Dealing with Basic Freedoms.

No first award.

Honorable Mention. *Press Conference,* to CBC.

Class 5—Systematic Instruction: Telecourses, etc.

First Award. *Prescription for Living,* to McCann-Erickson and Standard Oil Co. of Ohio. Broadcast from Cleveland over Special Ohio Television Network.

Class 6—Programs for Children and Youth (out-of-school listening).

First Award. *Watch Mr. Wizard,* to Jules Power Productions Inc. and NBC.

Honorable Mention. *Ding Dong School,* to NBC.

Honorable Mention. *Zoo Parade,* to NBC.

Honorable Mention. *Junior Science,* to Motion Pictures for Television Inc. Broadcast on various stations.

Class 7—School Telecasts (for use in school classrooms).

First Award. *Let's Take a Look* (experimental school telecast series), to CBC and National Advisory Council on School Broadcasting.

Group II. Local and Regional Stations or Organizations

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Your Health,* to WOI-TV Ames, Iowa, and Iowa Medical Society.

No honorable mention.

Special Award. *Thursday's Child,* to WOI-TV Ames, Iowa, and Iowa State College.

Class 2—Cultural, Drama, Art, Science, Literature, etc.

First Award. *Princeton '54,* to WRCA-TV New York and Princeton U.

First Award. *Camera Three,* to WCBS-TV New York and the U. of the State of New York.

Honorable Mention. *The Great Plains Trilogy,* to the U. of Nebraska Television. Broadcast from Lincoln over KOLN-TV.

Honorable Mention. *Walker in the City,* to KETC (TV) St. Louis and Washington U.

Honorable Mention. *Inquiry,* to KPIX (TV) San Francisco and the U. of California.

Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.

First Award. *Soap Box,* to KETC (TV) St. Louis.

Honorable Mention. *Through Other Eyes,* to WRCA-TV New York in cooperation with Herb Moss and Pierre Crenesse.

Class 4—Dealing with Basic Freedoms.

First Award. *Hearings of House Un-American Activities Subcommittee,* to WKAR-TV East Lansing, Mich., Michigan State College.

Honorable Mention. *Know Your Constitution,* to WTVJ (TV) Miami, Fla.

Class 5—Systematic Instruction: Telecourses, etc.

First Award. *Psychology on Tv,* to KNXT (TV) Los Angeles and the U. of Southern California.

Honorable Mention. *Introduction to Art,* to KNXT (TV) Los Angeles and the U. of California at Los Angeles.

Class 6—Programs for Children and Youth (out-of-school listening).

First Award. *The Friendly Giant,* to WHA-TV Madison, Wis., U. of Wisconsin.

Honorable Mention. *New York Times Youth Forum,* to WABD (TV) New York and *New York Times Youth Forum.*

Special Award. *On the Carousel,* to WCBS-TV New York and New York City Public Schools.

Class 7—School Telecasts (for use in school classrooms).

First Award. *Iowa Tv Schooltime—Landmarks in Iowa History,* to Iowa Joint Committee on Educational Television and WOI-TV Ames.

Honorable Mention. *Let's Make Music,* to St. Louis Educational Television Commission and KETC (TV) St. Louis.

Special Unclassified Award. *Combat Television* (in color), to the Army Signal Corps in cooperation with the Radio Corporation of America and NBC. Broadcast from Fort George Meade, Md., over NBC-TV.

Part II. Radio Awards

Group I. Programs Heard Nationally by Network or Transcription

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Summer Fallow,* to CBC.

Honorable Mention. *Trans-Canada Matinee,* to CBC.

Class 2—Cultural, Drama, Science, Literature, Music (not straight music).

First Award. *Stage 55,* to CBC.

Honorable Mention. *Conversation,* to NBC.

Honorable Mention. *CBC Wednesday Night,* to CBC.

Class 3—Dealing with Personal and Social Problems.

First Award. *What's in Your Mind,* to CBC. Broadcast over the Dominion Network of CBC.

Honorable Mention. *Theatre of Life,* to Council of Jewish Federation & Welfare Funds. Broadcast over various stations.

Class 4—Public Affairs.

First Award. *The World Today,* to CBS.

Honorable Mention. *The American Forum,* to the American Forum and NBC.

Class 5—Dealing with Basic Freedoms.

First Award. *Columbia University Bi-Centennial Dramas,* to Center for Mass Communication, Columbia U., and NBC.

Honorable Mention. *Cross Section—Community in Crisis,* to CBC.

Class 6—Special One-Time Broadcasts.

First Award. *The High Mountain,* to CBS. Broadcast from New York over CBS.

Honorable Mention. *His Finest Hour—Winston Churchill,* to NBC.

Class 7—Children and Youth (out-of-school listening).

First Award. *Sounds Fun,* to Junior League of Toronto and CBC.

Honorable Mention. *The Quiet Force,* to CBC.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

No awards.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

No first award.

Honorable Mention. *Voices of the Wild,* to CBC and the National Advisory Council on School Broadcasting.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Pioneer Settlements,* to Ontario Dept. of Education and CBC.

Group II. Regional Networks, Regional Organizations and Regional and Clear-Channel Stations (5 to 50 Kw)

Class 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *The Ethnic History of Wisconsin,* to Wisconsin State Broadcasting Service.

Honorable Mention. *Today in Business,* to CFAC Calgary, Alberta.

Class 2—Cultural: Drama, Science, Literature, Music (not straight music).

First Award. *American Adventure,* to Communications Center, U. of North Carolina. Broadcast from Chapel Hill over the Tape Network of the National Assn. of Educational Broadcasters.

Honorable Mention. *The Roots of Jazz,* to WOI Ames, Iowa.

Class 3—Dealing with Personal and Social Problems.

First Award. *Report to the People,* to WMCA New York.

Honorable Mention. *How's the Family?* to WSUI, State U. of Iowa. Broadcast from Iowa City over the Tape Network of the National Assn. of Educational Broadcasters.

Honorable Mention. *This Is Los Angeles,* to KNX Los Angeles.

Class 4—Public Affairs.

First Award. *This Week in the News,* to CFAC Calgary, Alberta.

Honorable Mention. *Report on the McCarthy-Army Hearings,* to Lowell Institute Cooperative Broadcasting Council. Broadcast from Boston over WGBH-FM.

Class 5—Dealing with Basic Freedoms.

First Award. *New World A'Coming—Free and Equal,* to WMCA New York.

Honorable Mention. *What I Believe,* to WHAM Rochester, N. Y.

Class 6—Special One-Time Broadcasts.

First Award. *A December Day in Jerusalem,* to WHA Madison, Wis., University of Wisconsin.

Honorable Mention. *The Norwalk Story,* to WRCA-AM-FM New York.

Honorable Mention. *Eclipse,* to U. of Michigan Broadcast Service. Broadcast from Ann Arbor over WUOM.

Class 7—Children and Youth (out-of-school listening).

First Award. *Young Book Reviewers,* to WMCA New York.

Honorable Mention. *Children's Bookshelf,* to the Junior League of Pittsburgh. Broadcast from Pittsburgh station WCAE.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

First Award. *Let's Sing,* to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. *Adventures in Speech,* to Manitoba Dept. of Education.

Special Award. *Tales From the Four Winds,* to WNYE New York City Board of Education. Broadcast over WNYE and WNYC.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

First Award. *A Day to Remember,* to WNYE New York City Board of Education.

First Award. *Standard School Broadcast,* to Standard Oil Co. of California. Broadcast from San Francisco over a special western network.

Honorable Mention. *Darkness at Dawn,* to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. *Classroom Playhouse,* to WBGO Newark, N. J., Board of Education.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Red Man in Michigan,* to the U. of Michigan Broadcasting Service. Broadcast from Ann Arbor over WUOM.

Honorable Mention. *Ecoutez!,* to the British Columbia Dept. of Education and the CBC.

Honorable Mention. *Listening Is Fun,* to the Departments of Education of Manitoba, Saskatchewan, Alberta and British Columbia, and CBC.

Special Award. *English,* to Ontario Dept. of Education and CBC.

Group III. Local Organizations and Local Stations (less than 5 Kw)

Class 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

No first award.

Honorable Mention. *A Gallery of Women,* to WUOM Radio Guild, U. of Michigan.

Honorable Mention. *Within These Walls,* to Radio & Television Broadcasting Service, U. of Alabama. Broadcast over WUOA, U. of Alabama.

Class 2—Cultural: Drama, Science, Literature, Music (not straight music).

First Award. *Behind the Scenes in Music,* to the National Orchestra Assn. Inc. Broadcast from New York over WNYC.

Honorable Mention. *Fingerprints in Music,* to WUOM, U. of Michigan.

Class 3—Dealing with Personal and Social Problems.

First Award. *Psychologically Speaking,* to WEVD New York, University of the Air, and Mrs. Lee R. Steiner.

Class 4—Public Affairs.

First Award. *Men Behind the News,* to CBC.

Honorable Mention. *Continental Comment,* to WBAA West Lafayette, Ind., Purdue U.

Class 5—Dealing with Basic Freedoms.

First Award. *The American Story—Nathaniel Bacon,* to Broadcast Music Inc. Broad-

carries the sports load in Northeastern Wisconsin

People in Northeastern Wisconsin like Action

Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

MBS Green Bay, Wis.

WJPG

5,000 WATTS DAYTIME — 500 WATTS AT NIGHT

Represented by Joseph McGilvra, Inc.

WHBF

CBS FOR THE QUAD-CITIES

"Your Best Buy Since 1925"

As one of the nation's pioneer stations, WHBF radio has for 30 years progressed with the desires of its growing audience—WHBF-TV since 1950. Both offer you the experience, power, popularity and audience for successful selling in the prosperous Quad-City market.

Les Johnson, Vice Pres. & Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

cast from prepared scripts over a number of radio stations.

No honorable mention.

Class 6—Special One-Time Broadcasts.

First Award. *Gettysburg,* to Radio & Television Broadcasting Service of the U. of Alabama. Broadcast from the U. of Alabama, WUOA.

Honorable Mention. *Invitation to Live,* to U. of Kentucky Broadcasting Service. Broadcast from Lexington over WBKY.

Class 7—Children and Youth (out-of-school listening).

First Award. *Down Story Book Lane,* to Dept. of Speech, U. of Michigan. Broadcast from Detroit over WWJ.

Honorable Mention. *Candy Cane Lane,* to KUSD, U. of South Dakota.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

First Award. *Come Listen Awhile,* to KBPS Portland, Ore., Public Schools.

Honorable Mention. *Turn the Page,* to WABE Atlanta, Ga., Atlanta Board of Educ.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

No awards.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Ecco L'Italia* (Here Is Italy), to WBGO-FM Newark, N. J., Board of Educ.

Honorable Mention. *A World at Peace,* to WFBE, Flint, Mich., Public Schools.

Honorable Mention. *Tips for Pre-Teens,* to WABE Atlanta, Ga., Atlanta Board of Education.

General Mills-Lone Ranger Contest Winners Announced

TEN winners have been named in the February nation-wide promotional contest for *The Lone Ranger,* which was sponsored by General Mills and The Lone Ranger Inc. in celebration of the program's 22d anniversary. The contest was open to promotion managers of the ABC-TV and CBS-TV stations carrying the program. Three top awards of $1,000, $500 and $250 were originally offered, but the winners of cash prizes were expanded to the top 10.

Top winners were: first prize of $1,000 to Don Beedle, KVTV (TV) Sioux City, Iowa; second prize of $500 to Jack Schumacher, WICU (TV) Erie Pa., and third prize of $250 to Robert Baldrica, WXYZ-TV Detroit, Mich.

Additional cash awards of $100 each went to (4th) Sara Jane Fritz, KTRK-TV Houston, Tex.; (5th) Dorothy Albee, WILK-TV Wilkes-Barre, Pa.; (6th) Rod Parkin, KUTV (TV) Salt Lake City, Utah. Four prizes of $50 each went to (7th) W. D. Evans, Jr., KGUL-TV Galveston, Tex.; (8th) Barbara Haddox, WBNS-TV Columbus, Ohio; (9th) Dorothy Sanders, WLWD (TV) Dayton, Ohio; (10th) Bob Peel, WHEN-TV Syracuse, N. Y.

Three More Ky. 'Mike' Holders

THE ROLL of "Kentucky Mike" certificate holders, named recently by Kentucky Broadcasters Assn., includes three persons not mentioned in the original list [B•T, April 4]. The three, honored for outstanding service to KBA, are F. W. Munro, advertising manager of Ashland Oil & Refining Co., sponsoring all U. of Kentucky basketball and football games over a statewide network for seven years; Harold E. Fellows, NARTB president, and Ken Sparnum, BMI.

NO PLACE LIKE HOME

"FAMILIES are Fun . . . Are You Really Enjoying Yours?" That's the theme of a new series of programs produced by the Junior League of Fort Worth which has started on WBAP-TV there. Titled *Family Affair,* the program is designed to keep families happier through parent education. The series will answer a recent survey among parents on their most difficult family problems and features authorities on family relations who discuss them. Among the topics slated are divided authority of parents, discipline, mutual trust and understanding of adolescents, family quarreling, rights and responsibilities and time management.

TEENAGE HOP ON WBLK

IN A CITY lacking recreational facilities, especially for teenagers, WBLK Clarksburg, W. Va., and the local Moose Lodge are collaborating in staging a weekly teenage record hop in the new Moose auditorium. Records are played through a p.a. system and at the same time broadcast on the air for an hour and a half each Thursday evening. In a city of 32,500, the first party drew over a thousand youngsters and in two weeks worked up to 1,500. A night club atmosphere is maintained with ladies of the Moose serving as hostesses rather than chaperones. Teenagers are issued Moose Teen Hop cards and admission is free. Refreshments are served and the program is highlighted with contests. The only concern facing WBLK and the Moose Lodge is finding space for the mounting crowds.

COMBINED CHURCH SERVICE

WWOR-TV Worcester, Mass., Sunday, April 3, telecast a two and one-half hour multilingual service of the joining of four orthodox church groups at the Worcester Auditorium. Celebrants of the mass, combining the Syrian, Greek, Russian and Roumanian church clergy and faithful in holy worship, were Anthony Bashir, metropolitan archbishop of New York and North America of the Syrian Orthodox Church, and Samuel David, archbishop of the Syrian Orthodox Archdiocese of Toledo, Ohio, assisted by other clergy. Archbishop Bashir termed the joining as without parallel in American history. WWOR-TV reports its switchboard was clogged with calls for an hour and one-half after the telecast from viewers expressing appreciation for the program.

CHURCH PROGRAM MILESTONE

SHADYSIDE Presbyterian Church in Pittsburgh has celebrated its first year of rebroadcasting its regular Sunday morning services on KDKA there at 11:15 p.m.-12:15 a.m. Sunday evenings. According to Dr. Howard C. Scharfe, pastor of the church, the program fills a need since many churches have discontinued Sunday evening worship services. Many letters, too many to count for a year's results, from all over the country and Canada have been received by persons expressing appreciation for the broadcasts. The idea for the airings was conceived by Robert E. Grove, executive vice president of Ketchum, MacLeod & Grove, Pittsburgh.

'A GAL CALLED KONI'

PROMOTION BOOKLET "about a gal called KONI" has been distributed to advertisers and agencies by KONI Phoenix. The station, "human, almost," is personified into a girl named "Connie" and the brochure describes her programming format, area served, advertising cost and appeal to listeners. KONI, with one female disc m.c. and seven male announcers, heavily emphasizes music, with news headlines on the hour and daily interviews.

WKY-TV'S COLORCASTS

THIRTY-SEVEN hours of local color programming were presented by WKY-TV Oklahoma City March 27-April 3, the week of the Ninth Annual Greater Oklahoma Home Show. Sponsored by the Oklahoma City Home Builders Assn., the 1955 show was built around a color theme in its application to home decoration and furnishing. An estimated 120,000 Oklahomans saw WKY-TV's colorcasts, according to the station. Twelve color sets were shown by local distributors during the show. WKY originated a daily record program from the show.

WNBK (TV) COVERS BOWLING

WNBK (TV) Cleveland televised the annual Charity Bowling Tournament of the city in which each entrant paid $5 for the privilege of bowling one ball. A strike won a sports shirt for the bowler and each participant who missed received a small trophy. Funds received go to the Society for Crippled Children, YMCA, Heart Fund, Cancer Society and Bowler's Victory Legion, a national bowlers' fund providing reading material for hospitalized service veterans. Among participants were the mayor of Cleveland and Lloyd E. Yoder, general manager of WTAM-WNBK.

KOWL CHINESE PROGRAM

KOWL Santa Monica, Calif., which specializes in Negro, Mexican and foreign language programming, has begun a weekly half-hour Chinese-language program, with announcer Dan Yee translating commercials, news and record comments into Chinese.

Portland Pinch Hitting

WHEN time and an untimely snowstorm seemed to spell finis to a planned sales meeting of Henry Cabot & Co., a last minute save was credited to the cooperation of WGAN-AM-TV Portland, Me. The Boston advertising agency relates how the stations came to its rescue by taping four radio-tv transcriptions in 12 minutes—which included lining up talent, equipment and sound effects. The emergency developed when William H. Ganick, vice president, and Richard Smith, account executive, both of the agency, arrived in Portland at noon in a raging blizzard to address a 1 p.m. meeting of salesmen of H. P. Hood & Sons (dairy products). The agencymen discovered the transcriptions, illustrating the radio-tv section of the advertising schedule, had been left in Boston. Mr. Ganick made a hurried call for help to WGAN. Twelve minutes later, the agency reports, the job was done, and the agencymen arrived at the meeting with a few minutes to spare. The agency reports rave reviews for its two-hour presentation; one salesman called it "the best the company has ever given us." The recordings, Mr. Ganick said, were "in many respects better than the originals made in Boston." He lauded WGAN-AM-TV's unprecedented "cooperation" and "assistance."

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

April 7 through April 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,707	2,701	109	201	69
Fm	538	523	37	4	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	277	319	598[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	960	337	740	538	1,279[2]
Educational	57		29	28	57[3]
Total	1,016	337	769	566	1,336[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 631 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Florence, S. D.—The Hills Bcstg. Co. granted vhf ch. 3 (60-66 mc); ERP 25.7 kw visual, 15.5 kw aural; antenna height above average terrain 710 ft., above ground 706 ft. Estimated construction cost $150,000, first year operating cost $170,000, revenue $175,000. Post office address % Joseph L. Floyd, Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location to be determined. Transmitter location Bradley Rd., near Bradley, S. D. Geographic coordinates 45° 00' 34" N. Lat., 97° 39' 35" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **Midcontinent Bcstg. Co.** (100%), owner of KELO-AM-TV Sioux Falls; Pres. **N. L. Benton**; Vice Pres. **Edmond R. Rubin**, and Sec.-Treas. **Joseph L. Floyd.** Above officers each own ⅓ of KELO-AM-TV. Granted April 6.

APPLICATION

Ephrata, Wash.—Basin Tv Co., uhf ch. 43 (644-650 mc); ERP 13.3 kw visual, 6.7 kw aural; antenna height above average terrain 656 ft., above ground 139 ft. Estimated construction cost $82,405, first year operating cost $25,000, revenue $50,000. Post office address % A. W. Talbot, 1411 Fourth Ave. Bldg., Seattle. Transmitter location 1 mile W of Ephrata. Geographic coordinates 47° 18' 45" N. Lat., 119° 35' 00" W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **Cascade Bcstg. Co.** (100%), owner of **KIMA-AM-TV** Yakima, satellite KEPR-TV Pasco, Wash., KLEW-TV Lewiston, Idaho, applicant for satellite on ch. 8 at Walla Walla, Wash., and 40% owner of KWIE Kennewick, Wash.; Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson,** and Sec.-Treas. **Frank E. Mitchell.** Filed April 11.

APPLICATION DISMISSED

Watertown, S. D.—Tri-City Tv Corp. FCC dismissed bid for new tv station on ch. 3 at request of applicant. Dismissed April 5.

Existing Tv Stations . . .

ACTIONS BY FCC

WANE-TV Ft. Wayne, Ind.—Radio Ft. Wayne Inc. granted mod. of CP for ch. 69 to change transmitter and studio locations to between State Blvd. and Spring St., 0.1 mile W of city limits; ERP 200 kw visual, 107 kw aural; antenna height above average terrain 740 ft. Grant is without prejudice to any action which the Commission may take pursuant to court decision in Anthony Wayne Bcstg. vs. FCC. Granted April 6.

WMGT (TV) Adams, Mass.—Greylock Bcstg. Co. granted mod. of CP to specify ch. 19 in lieu of ch. 74; change ERP to 115 kw visual, 67.6 kw aural; antenna height above average terrain 2,120 ft.; change studio location to Pittsfield, Mass. Granted April 6.

KPTV (TV) Portland, Ore.—Empire Coil Co. granted mod. of CP for ch. 27 to change ERP to 646 kw visual, 324 kw aural; antenna height above average terrain 1,280 ft. Granted April 5; announced April 12.

WLBR-TV Lebanon, Pa.—Lebanon Tv Corp. granted extension of 6 months to complete construction of ch. 15 station. Station has been silent since Oct. 16, 1954. Granted April 6.

WVAA (TV) Petersburg, Va.—Petersburg Tv Corp. granted mod. of CP for ch. 8 to change antenna height above terrain to 940 ft. without prejudice to any action which FCC may take pursuant to court decision in case of Southside Va. Telecasting Corp. vs. FCC. Granted April 6.

APPLICATIONS

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. seeks mod. of CP for ch. 8 to change ERP to 242 kw visual, 121 kw aural; antenna height above average terrain 768 ft. Filed April 12.

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Corp. seeks mod. of CP for ch. 43 to change location to Fresno; change ERP to 257 kw visual, 150 kw aural; studio location to Niggerhead Creek, 6½ miles E of Orange Cove, Calif.; transmitter location to be determined; antenna height above average terrain 1,657 ft. Filed April 8.

KCSJ-TV Pueblo, Colo.—Star Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 13.6 kw visual, 6.8 kw aural; antenna height above average terrain 400 ft. Filed April 8.

broadcasting's gold mine
of bright new instrumental tunes

STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes—each averaging only... **1½** Minutes in length

Includes Top Talent instrumental selections—specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers—no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

NOW NO CONTRACT REQUIRED
Buy Outright Month to Month

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

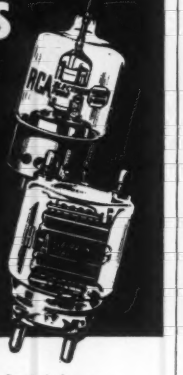
BMI
"Pin Up" Hit
TWO HEARTS
RECORDED BY

THE CHARMS	DeLuxe
DORIS DAY	Columbia
DE MARCO SISTERS	Decca
PAT BOONE	Dot
FRANK SINATRA & THE NUGGETS	Capitol
THE LANCERS	Coral
THE CREWCUTS	Mercury
RITA ROBBINS & DON WINTERS	Victor
THE WILDER BROTHERS	"X"
THE DOODLERS	Victor

PUBLISHED BY
ST. LOUIS MUSIC CORP.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

RCA TUBES in stock at ALLIED!



IMMEDIATE DELIVERY

RCA-4E27A. In stock for immediate delivery. **RCA-4E27A, $35.75**

RCA-833A. Air-Cooled Power Triode—in stock for immediate delivery. **RCA-833A, $49.50**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 308-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

100 N. Western Ave., Chicago 80

Phone: HAymarket 1-6800

"Now that KRIZ Phoenix broadcasts the baseball scores every half inning, this would have to occur in the afternoon."

give to MS

MULTIPLE SCLEROSIS

c/o LOCAL POSTMASTER

KLEW-TV Lewiston, Idaho—Lewiston Tv Co. seeks mod. of CP for ch. 3 to change ERP to 14.9 kw visual, 7.5 kw aural; change studio and transmitter location to U. S. 195, 2.5 miles N of Lewiston; antenna height above average terrain 1,015 ft. Filed April 11.

WFAM-TV Lafayette, Ind.—WFAM Inc. seeks mod. of CP for ch. 59 to change ERP to 169.8 kw visual and 91.2 kw aural. Filed April 7.

KTIV (TV) Sioux City, Iowa—KTIV Tv Co. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 50.1 kw aural. Filed April 8.

WAFB-TV Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge Inc. seeks mod. of CP for ch. 28 to change ERP to 105.2 kw visual, 58.1 kw aural; studio and transmitter locations to 844 Government St.; antenna height above average terrain 494 ft. Filed April 5.

WITN (TV) Washington, N. C.—N. C. Tv Inc. seeks mod. of CP for ch. 7 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 867 ft. Filed April 5.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc. seeks mod. of CP for ch. 12 to change ERP to 28.3 kw visual, 14.2 kw aural; antenna height above average terrain 343 ft. Filed April 8.

WDBJ-TV Roanoke, Va.—Times-World Corp. seeks mod. of CP for ch. 7 to change transmitter location to on Poor Mt., near Roanoke; studio location to 304 S. Jefferson St., Roanoke; antenna height above average terrain 2,000 ft. Filed April 12.

CALL LETTERS ASSIGNED

WILL-TV Urbana, Ill.—U. of Ill., educational ch. 2. Changed from WTLC (TV).

KRNT-TV Des Moines, Iowa—Cowles Bcstg. Co., ch. 8.

WNBE-TV New Bern, N. C.—Nathan Frank, ch. 13.

WDBJ-TV Roanoke, Va.—Times-World Corp., ch. 7.

New Am Stations . . .

ACTION BY FCC

Fernandina Beach, Fla.—Marshall W. & Carol C. Rowland d/b as Fernandina Beach Bcstrs. granted 1570 kc, 250 w daytime. Post office address 6714 Banbury Rd., Jacksonville, Fla. Estimated construction cost $15,800, first year operating cost $18,000, revenue $30,000. Principals in co-partnership include **Marshall W.** and **Carol C. Rowland,** husband and wife, employes at WJHP Jacksonville. Granted April 6.

APPLICATIONS

Flomaton, Ala.—Tri-City Bcstg. Co., 990 kc, 500 w daytime. Post office address % William L. Kline, P. O. Box 218, Flomaton. Estimated construction cost $27,050, first year operating cost $18,000, revenue $25,000. Principals include Pres. **William L. Kline** (25%), hardware store owner; Vice Pres. **J. E. Jackson** (25%), store owner; Vice Pres. **Frank Dixon** (25%), telegraph operator, and Sec.-Treas. **Carl E. Jones** (25%), bank president. Filed April 4.

Escondido, Calif.—F M Radio & Tv Corp., 1510 kc, 5 kw unlimited, directional day and night. Post office address % W. L. Gleeson, 6578 Palm Ave., Riverside, Calif. Estimated construction cost $34,516, first year operating cost $43,200, revenue $60,000. Principals include Pres. **W. L. Gleeson** (68.2%), owner of advertising agency; **G. R. Pollock** (20%), contractor, and **E. L. Barker,** owner of KLOK San Jose, Calif. Filed April 1.

Jacksonville, Fla.—Joseph M. Ripley Inc., 800 kc, 500 w daytime. Post office address 1706 Landon Ave., Jacksonville. Estimated construction cost $14,980, first year operating cost $26,000, revenue $30,000. Sole owner is **Joseph M. Ripley,** owner of drive-in-theatre. Filed April 4.

Marietta, Ga.—Marietta Bcstg. Co., 1290 kc, 1 kw daytime. Post office address 112½ Atlanta St. Estimated construction cost $19,440, first year operating cost $36,000, revenue $45,000. Principals include Pres. **Dudley D. McCaskill** (25%), former announcer-salesman WFOM Marietta; Vice Pres. **James M. Wilder** (50%), former engineer WBML Macon Ga., and Sec.-Treas. **Elizabeth F. McCaskill** (25%). Filed April 5.

Guthrie, Okla.—James A. West Jr., Delvin R. White & Elgie M. Risinger d/b as Southern Bcstg. Co., 1490 kc, 100 w unlimited. Post office address 102 East Elm, El Dorado, Ark. Estimated construction cost $9,820, first year operating cost $25,000, revenue $30,000. Principals in general partnership include **James A. West Jr.** (⅓), ⅓ partner in KDMS El Dorado, Ark.; **Delvin R. White** (⅓), and **Elgie M. Risinger** (⅓). Applicants have equal interest in KHBM Monticello, Ark., and KSUL Sulphur, La., and are applicants for new am station at Winnfield, La. Filed April 5.

Belton, S. C.—Community Bcstg. Co., 1280 kc, 500 w daytime. Post office address % Cleatus Brazzell, Box 522, Easley, S. C. Estimated construction cost $19,380, first year operating cost $30,000, revenue $36,000. Principals include **Cleatus O. Brazzell** (75%), general manager-stockholder WELP Easley, and **Henry O. McDonald** (25%), chief engineer-stockholder WELP. Filed April 8.

Kilgore, Tex.—D. B. Humphreys Lowe, 1580 kc, 500 w daytime. Post office address % Jacob Newborn Jr., Box 1191, Austin, Tex. Estimated construction cost $5,553, first year operating cost $18,000, revenue $22,000. Mr. Lowe is a school teacher. Filed April 4.

APPLICATIONS AMENDED

Elizabethtown, N. C.—Cape Fear Bcstg. Co. amends bid for new am station on 1450 kc, 250 w unlimited to specify 100 w. Filed April 7.

Abilene, Tex.—Bill Mathis amends bid for new am station on 1280 kc, 500 w daytime to specify 1 kw. Filed April 7.

Existing Am Stations . . .

ACTIONS BY FCC

WPCT Putnam, Conn.—Israel Putnam Bcstg. Co. granted increase in power from 500 w to 1 kw, continuing operation on 1350 kc. Granted April 6.

WGBR Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted change in daytime power from 1 kw to 5 kw continuing operation on 1150 kc, 1 kw nighttime, directional day and night. Granted April 6.

WCHV Charlottesville, Va.—Barham & Barham granted change from 1240 kc, 250 w to 1260, 1 kw unlimited, directional night. Granted April 6.

STATION DELETED

WMCJ Manchester, Ga.—Georgia Ra-Tel Inc. FCC deleted existing am station on 1570 kc, 1 kw daytime. Deleted April 11.

APPLICATIONS

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from daytime to fulltime operation using 1 kw, directional night on 1250 kc. Filed April 12.

WRIO Rio Piedras, P. R.—The Master Bcstg. Corp. seeks CP to change from 1320 kc 1 kw night, 5 kw day to 850 kc 500 w night, 5 kw day. Filed April 11.

New Fm Stations . . .

ACTIONS BY FCC

Boulder, Colo.—Robert N. Wilkinson d/b as Colorado Recording Co. granted CP for new Class B fm station on ch. 247 (97.3 mc); ERP 5.1 kw; antenna height above average terrain minus 710 ft. Granted April 6.

Morton, Va.—Blanfox Radio Co. granted CP for new fm station on ch. 299 (107.7 mc); ERP 4.6 kw; antenna height above average terrain minus 150 ft. Granted April 6.

Ownership Changes . . .

ACTIONS BY FCC

KDAS Malvern, Ark.—Malvern Bcstg. Co. granted voluntary transfer of control to J. C. Cuffman through purchase of remaining 50% interest from R. E. Peeples and Charles W. Perry Jr. for $16,600. Mr. Cuffman will now be sole owner. Granted April 8; announced April 12.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. granted voluntary transfer of control to R. H. Gore Sr. (54.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 45.6% interest. Granted April 5; announced April 12.

WLCO Eustins, Fla.—Broadcasters Inc. granted voluntary assignment of CP to S. A. Shikany & Reggie B. Martin d/b as Lake County Bcstg. Co. for $2,000. Principals include **S. A. Shikany** (50%), building construction and investments, and **Reggie B. Martin** (50%), public relations, producer of radio-tv programs and ⅓ owner WSTU Stuart, Fla. Granted April 6.

WDZ Decatur, Ill.—WDZ Bcstg. Co. granted transfer of control from Charles C. Caley & Horace L. Lohnes to Mr. Caley, Frank C. Schroeder Jr., Meredith M. Daubin, Raymond B. Harding, Thomas L. Schrover & The Munsey Trust Co., executors of estate of Horace L. Lohnes, deceased. Granted April 6.

WFUL Fulton, Ky.—Ken-Tenn Bcstg. Corp. granted voluntary transfer of control to Warren A. Moxley through purchase of 88.7% interest for $35,500. Mr. Moxley is former theatre operator. Granted April 6.

WNES Central City, Ky.—Muhlenberg Bcstg. Co. granted voluntary acquisition of control by V. R. Anderson through acquisition of 75% interest from Wm. D. Atkinson. Consideration is the cancellation of notes for $7,500. Mr. Anderson will now own 99% interest. Granted April 6.

WESM Pocomoke City, Md.—Walter F. Harris Jr. granted involuntary assignment of CP to **Ruth Ellen Harris** (100%), executrix of the estate of Walter F. Harris Jr., deceased. Granted April 5; announced April 12.

WTCN-AM-TV Minneapolis, Minn.—Minnesota Tv Public Service Corp. granted voluntary transfer of control to Consolidated Tv & Radio Bcstrs. Inc. through sale of all stock for $1,815,000. Consolidated Tv & Radio is owner of WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, and WFDF Flint, Mich. Principals include **Harry M. Bitner Sr.** (25.4%), Pres. **Harry M. Bitner Jr.** (10%), and **Evelyn H. Bitner** (10%). Granted April 6.

KORK Las Vegas, Nev.—Reno Bcstg. Co. granted voluntary assignment of license to Southwestern Bcstg. Co. for $60,000. Southwestern is owned by **Donald W. Reynolds,** a principal stockholder in KLRJ-TV Henderson, Nev., KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has purchased KOLO Reno. Granted April 6.

KOLO Reno, Nev.—Reno Bcstg. Co. granted voluntary assignment of license to Western Bcstg. Co. for $190,000. Sole owner of Western Bcstg. is **Donald W. Reynolds,** a principal stockholder of KLRJ-TV Henderson, KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has purchased KORK Las Vegas. Granted April 6.

KVSF Santa Fe, N. M.—Santa Fe Bcstg. Co. granted voluntary assignment of license to parent company New Mexico Bcstg. Co. Granted April 5; announced April 12.

KPLK Dallas, Ore.—Edward C. McElroy Jr. & Leland M. Tucker d/b as Polk County Bcstrs. granted voluntary assignment of CP to Polk County Bcstrs. No consideration is involved as transfer is from partnership to corporation with partners retaining identical interests. Granted April 8; announced April 12.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted voluntary transfer of 25% of stock from estate of Charles V. Peterson, deceased, to Hal and Charlie Peterson Foundation. Granted April 6.

WAFC Staunton, Va.—Lloyd Cochenour, Willard F. Gance & Charles E. Heatwole d/b as American Home Bcstg. Co. granted voluntary assignment of license to American Home Bcstg. Corp. No consideration involved as partners retain identical interests. Granted April 6; announced April 12.

WLOW Portsmouth, Va.—Commonwealth Bcstg. Corp. granted voluntary transfer of negative control (50%) to Harold Kaye and Emil J. Arnold for $35,000. Principals include **Harold Kaye,** vice pres.-25% owner WORC Worcester, Mass., and **Emil J. Arnold,** real estate and investments. Granted April 6.

WBTH Williamson, W. Va.—Williamson Bcstg. Corp. granted voluntary transfer of control to Alice Shein through purchase of 48.7% interest for $18,900. Alice Shein will now own 60.1% interest. Granted April 8; announced April 12.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Muscle Shoals Bcstg. Corp. seeks voluntary transfer of control and assignment of license to M. C. Gregory for $110,000. Mr. Gregory, in turn, seeks assignment to wholly owned Gregory Bcstg. Corp. Mr. Gregory is former station and sales manager of WRAW Augusta, Ga. Filed April 4.

WCRL Oneonta, Ala.—Blount County Bcstg. Service Inc. seeks voluntary transfer of control through sale of all stock for $20,410 to **L. D. Bentley Jr.** (50.7%), manager of WCRL; Vice Pres. **B. S. Bentley** (48.5%), and Sec. **Rachel B. Bentley** (0.7%). Filed April 4.

KCOY Santa Maria, Calif.—News-Press Pub. Co. seeks voluntary assignment to Arenze Bcstrs. for $34,000. Principals include Pres. **James H. Ranger** (37%); Vice Pres.-Treas. **Ed. J. Zuchelli** (38%), and Sec. **Frank J. Nesmith** (25%), all employes at KXOB Stockton, Calif. Filed April 5.

WLAQ Rome, Ga.—News Pub. Co. seeks acquisition of control by **Burgett H. Mooney Jr.** (52%) under will of his father B. H. Mooney. Other principals include **Jane F. Mooney** (24%) and **James F. Mann** (24%). Filed April 4.

WKAI Macomb, Ill.—The Macomb Bcstg. Co. seeks voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. B. Bush. Consideration is cancellation of $40,000 loan. Also involved is KLIL Estherville, Iowa. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Filed April 1.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. seeks voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. G. Bush. Consideration is cancellation of $40,000 loan. Also involved is WKAI Macomb, Ill. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Filed April 1.

KMNS Sioux City, Iowa—Siouxland Bcstg. Co. seeks voluntary assignment to **William F. Johns Jr.** (72%); **Patricia Johns** (3%); **William F. Johns Sr.** (13%), **Penrose H. Johns** (3%), and **Robert J. Flynn** (9%) d/b as Siouxland Bcstg. Co. Messrs. Flynn and Johns Sr. pay $4,000 each for 10% interest. Filed April 6.

Morehead, Ky.—Morehead Bcstg. Co. seeks voluntary assignment to Morehead Bcstg. Co. No consideration involved as application is to denote removal of Robert S. Bishop from partnership. Principals now are **W. J. Sample; Claude L. Clayton** and **Roy Cornette.** Filed April 11.

WHXY Bogalusa, La.—Bogalusa Bcstg. Corp. seeks voluntary transfer of control through sale of 50% interest for $43,500 to **Charles W. Holt** (55%), ½ owner WHNY McComb and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Filed April 5.

WTOW Towson, Md.—Suburban Time Mart seeks voluntary assignment of CP to WTOW Inc. for $1 plus any unpaid engineering fees not to exceed $200. Principals include Pres. **John S. Booth** (45%), 50% owner WTVE (TV) Elmira, N. Y., and 33% owner WCHA-AM-FM Chambersburg, Pa.; Vice Pres.-Sec. **Owen J. McReynolds** (10%), vice pres. WOKE Oak Ridge, Tenn., and **Harry J. Daly** (45%), Washington attorney and stockholder of WOKE and WMLV Millville, N. J. Filed April 4.

WGRM Greenwood, Miss.—P. K. Ewing seeks involuntary assignment of license to **Mrs. P. K. Ewing** (100%), widow of P. K. Ewing. Filed April 1.

WHSY Hattiesburg, Miss.—The Hub City Bcstg. Co. seeks voluntary transfer of control through sale of remaining 50% interest for $15,000 to Charles W. and Connie L. Holt. Mr. Holt is ½ owner of WHXY Bogalusa and WHNY McComb, Miss. Filed April 5.

WHNY McComb, Miss.—WSKB Inc. seeks voluntary transfer of control through sale of 50% interest for $10,000 and assumption of obligations for $15,000 to **Charles W. Holt** (55%), ½ owner WHXY Bogalusa and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Filed April 5.

KCRV Caruthersville, Mo.—Pemiscot Bcstrs. seeks voluntary assignment of license to Pemiscot Bcstrs., a partnership consisting of J. E. Taylor and Walter Y. Cleveland through purchase of 20% partnership interest of Robert L. Harrison for $19,800. Mr. Taylor will now own 65% and Mr. Cleveland 35% interest. Filed April 1.

WEW St. Louis, Mo.—St. Louis University seeks voluntary assignment to The Barrington Co. for $50,000. Principals include **Aubrey D. Reid** (50.1%), former station manager of KXOK St. Louis, and his wife **Elsie Y. Reid** (49.9%). Filed April 7.

WALK-AM-FM Patchogue; WRIV Riverhead, N. Y.—Suffolk Bcstg. Corp. seeks voluntary transfer of 50% of voting stock from Mrs. Julia D. Macy to her husband W. Kingsland Macy for $250. Mr. Macy is banker and in real estate. Filed April 4.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. seeks voluntary transfer of control to Triangle Publications Inc. (Radio & Tv Div.) for $3 million. Triangle Pub. is owner of WFIL-AM-FM-TV Philadelphia, Pa., and 50% owner of WHGB Harrisburg, Pa. Filed April 5.

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KSYD Wichita Falls, Tex.—Grayson Enterprises seeks voluntary transfer of 25% interest to Nat Levine for cancellation of $9,280 debt. Messrs. Levine and Sidney A. Grayson will now each own 50% interest. Filed April 7.

KPAT Pampa, Tex.—J. C. Daniels seeks voluntary assignment to equal partnership of **R. O. Parker**, 51% owner of KPET Lamesa, Tex.; **Bob Bradbury**, general manager of KPET, and **W. J. Beckham**, 12% owner of KPET. Filed April 11.

KURA Moab, Utah—R. L. McAlister seeks voluntary assignment of CP to Moab Bcstg. & Tv Corp. for $946. Principals include Pres. **Richard H. Downem** (16%), ½ owner of KPMO Pomona, Calif.; Vice Pres. **R. H. Rogers**, chief engineer KPMO, and Sec.-Treas. **Robert W. Hughes** (5%), attorney. Filed April 7.

WHWB Rutland, Vt.—Central Vt. Bcstg. Corp. seeks voluntary transfer of control through sale of approximately 86% interest for $15,000. Principals will now include Pres. **John J. Carusone** (29.1%), attorney; Vice Pres. **Charles I. Bates** (13.1%); Sec. **Louis M. Carusone** (28.8%), attorney, and Treas. **John H. Bennett** (28.8%), sales manager of WHWB. Filed April 12.

WRAD Radford, Va.—Rollins Bcstg. Inc. seeks voluntary assignment of license to Perry E. and Alice C. Gresham for $125,000. Mr. Gresham is president of Bethany College, Bethany, W. Va. Filed April 1.

KODI Cody, Wyo.—Absaroka Bcstg. Co. seeks voluntary assignment of license to Park Bcstrs. Inc. for $25,000. Principals include Pres. **R. B. Croft** (⅓), dentist; Vice Pres. **W. E. Killmer** (⅓), former news editor-salesman of KALE Richland, Wash., and Sec. **R. B. Beall** (⅓). Filed April 4.

Hearing Cases . . .

INITIAL DECISIONS

Hartselle, Ala.—New am, 860 kc. FCC hearing examiner James D. Cunningham issued initial decision looking toward grant of the applications of Dorsey Eugene Newman for new am station on 860 kc. 250 w, daytime only, in Hartselle, Ala., and WDMG Inc., to increase power of station WDMG Douglas, Ga., from 1 kw to 5 kw, continuing daytime operation on 860 kc, and denial of application of Radio Atlanta Inc., to increase daytime power of station WERD Atlanta, Ga., on 860 kc, from 1 kw to 10 kw. Action April 6.

Paducah, Ky.—New tv, ch. 6. FCC hearing examiner William G. Butts issued an initial decision looking toward grant of the application of Columbia Amusement Co. for a new tv station on ch. 6 in Paducah, Ky., and denial of the competing application of Paducah Newspapers Inc. Action April 11.

Omaha, Neb.—New tv, ch. 7. FCC hearing examiner Isadore A. Honig issued initial decision looking toward grant of the application of Herald Corp. for new tv station on ch. 7 in Omaha, Neb., and denial of the competing application of KFAB Bcstg. Co. Action April 6.

Miami, Fla.—Ch. 7 proceeding. FCC scheduled for oral argument on May 2 the applications of Biscayne Tv Corp., East Coast Tv Corp., South Fla. Tv Corp., and Sunbeam Tv Corp., for new tv stations on ch. 7 at Miami. Action April 11.

WFEC Miami, Fla.—FCC advised that application for renewal of license indicates necessity of a hearing. Action April 6.

OTHER ACTIONS

WMBM, WAHR Miami Beach, Fla.—FCC advised that applications for renewal of licenses indicate necessity of a hearing. Action April 6.

Peoria, Ill.—Ch. 8 proceeding. FCC scheduled for oral argument on May 2 the applications of WMBD and WIRL for new tv stations on ch. 8 at Peoria. Action April 11.

WHUM-TV Reading, Pa.—FCC by memorandum opinion and order, denied a Feb. 15 petition by WHUM-TV ch. 61, Reading, Pa., requesting that certain tv channel shifts be made to effect exchange of chs. 15 and 61 between Lebanon and Reading, respectively. Action April 6.

WICU (TV) Erie, Pa.—FCC by order denied petition by Dispatch Inc., to delete Issue 2 (concerning certain allegations made by Edward Lamb) in proceeding involving application for renewal of license of tv station WICU (TV) Erie, Pa. Action April 7.

Tv Allocations—By report and order, the Commission, pursuant to rule-making proposals of Jan. 27, substituted educational tv ch. *27 plus for educational ch. *21 plus at Hanover, N. H., and substituted commercial ch. 75 plus for ch. 27 plus at Concord, N. H., and modified the outstanding authorization of WKNY-TV to specify operation on ch. 21 at Poughkeepsie, N. Y., instead of ch. 66 in Kingston, N. Y., effective immediately. Action April 6.

Port Arthur, Tex.—Ch. 4 proceeding. FCC by memorandum opinion and order granted petition by Smith Radio Co. to the extent of enlarging issues in Dockets 10285 and 10352 to inquire into qualifications of Port Arthur College to engage in commercial broadcasting, competing applicant for new tv station on ch. 4 in Port Arthur, Tex.; denied petition in other respects. By a separate order of the same date, the Commission denied a petition by Smith seeking review of the hearing examiner's ruling denying request for taking depositions in this proceeding. Action April 7.

KCOR-TV San Antonio, Tex.—By report and order, the Commission denied petition by KCOR-TV, ch. 41, San Antonio, Tex., requesting assignment of ch. 14 to San Antonio by substituting ch. 30 for ch. 14 in Seguin; terminated proposed rule-making proceeding in this matter. Action April 6.

Portsmouth, Va.—Ch. 10 proceeding. FCC scheduled for oral argument on May 2 the applications of Beachview Bcstg. Corp., Norfolk and Portsmouth Radio Corp., Portsmouth, for new tv stations on ch. 10 at Portsmouth. Action April 11.

Wenatchee, Wash.—Tv Hearings. FCC ordered that the hearings in the matter of cease and desist orders to be directed against C. J. Community Services Inc., Bridgeport, Wash., R. E. Darwood, et al., Quincy, Wash., and H. J. Miller, Nespelem, Wash., be held in Wenatchee, Wash., instead of Seattle. Action April 6.

Morgantown, W. Va.—Mountain State Bcstg. Co. FCC designated for hearing bid for new am station on 1470 kc, 1 kw daytime; made WVVW Fairmont, W. Va., party to proceeding. Granted April 6.

Routine Roundup . . .

April 6 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on April 5

Columbia Bcstg. System Inc.—Granted petition for leave to intervene in proceeding re transfer of control of WROW-AM-TV Albany, N. Y. (Docket 11243).

By Hearing Examiner James D. Cunningham on April 1

San Antonio, Tex., The Walmac Co.—Granted petition to reopen the record in re applications for tv ch. 12 (Dockets 11000-01), to receive in evidence the decision and order of the U. S. District Court, Western District of Texas, San Antonio Division, entered Feb. 25, and the record thereupon closed.

By Hearing Examiner Basil P. Cooper on April

Indianapolis, Ind., Indianapolis Bcstg. Inc.—Granted motion to extend time within which file rebuttal findings in proceeding re ch. (Dockets 8906 et al.) from April 7 to April 11.

Islip, N. Y., Great South Bay Bcstg. Co.; Fo set. N. Y., George V. Spohrer—Granted petition of Spohrer to accept late filing of appearance re applications for am facilities (Dockets 11 57); denied opposition thereto filed by Gr South Bay. Granted petition of Great So Bay to amend its application to correct certain mathematical errors in program schedule.

By Hearing Examiner Fanney N. Litvin on April

St. Joseph, Mo., Broadcast Group Inc.—Scheduled further hearing in re CP for new am station (Docket 11147) for April 18.

By Hearing Examiner Elizabeth C. Smith on March 31

KTRY Bastrop, La., Morehouse Bcstg. Co.—Granted petition for continuance of prehearing conference from April 1 to April 12 in re application of KNBY Newport, Ark., re change in station (Docket 10883).

By Hearing Examiner Hugh B. Hutchinson on April 1

Dallas, Tex., Texas Star Bcstg. Co.; KTRH Houston, Tex., KTRH Bcstg. Co.—Granted joint petition of applicants and KSEO intervenor, for continuance of prehearing conference from April 4 to April 15 in proceeding re (Dockets 8253).

KGEO-TV Enid, Okla., Streets Electronics Inc.—Gave notice of a pre-hearing conference to be held April 8 in re application for Mod. of CP (Docket 11302); also notice of hearing in this proceeding to commence April 11 (Action taken April 5).

KSWS-TV Roswell, N. M., John A. Barnett—Gave notice of a pre-hearing conference to be held April 8 in re Mod. of CP (Docket 11300) and postponed hearing in this proceeding from April 11 to April 14 (Action taken April 5).

By Hearing Examiner Basil P. Cooper on April

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition for continuance of hearing from April 11 to May 11, in the matter of Cease and Desist Order (Docket 11137).

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of licenses of following stations on a regular basis: KACC-FM Abilene, Tex.; WSGC Elberton, Ga.

April 6 Applications

ACCEPTED FOR FILING

Renewal of License

KVRC Arkadelphia, Ark., Arkadelphia Bcstg. Co.—(BR-1761).

KBTA Batesville, Ark., White River Valley Bcstrs. Inc.—(BR-2505).

KLCN Blytheville, Ark., Harold L. Sudbury—(BR-711).

KFPW Fort Smith, Ark., Tulsa Bcstg. Co.—(BR-623).

KXAR Hope, Ark., Hope Bcstg. Co.—(BR-1[illegible]).

KNBY Newport, Ark., Newport Bcstg. Co.—(BR-2356).

KCLA Pine Bluff, Ark., Radio Engineering Service—(BR-1367).

KBRS Springdale, Ark., Northwest Arkansas Bcstg. and Television Co.—(BR-2330).

KDBS Alexandria, La., Dixie Bcstg. Service—(BR-2904).

KSYL Alexandria, La., KSYL Inc.—(BR-125[illegible]).

WIBR Baton Rouge, La., Community Bcstg. Co.—(BR-2087).

WXOK Baton Rouge, La., Capital City Bcstg. Co.—(BR-2771).

KLFY Lafayette, La., Camellia Bcstg. Co.—(BR-2414).

KAOK Lake Charles, La., KAOK Inc.—(BR-1614).

KWCJ Natchitoches, La., Natchitoches Bcstg. Co.—(BR-1540).

WBOK New Orleans, La., WBOK Inc.—(BR-2597).

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WMRY New Orleans, La., Southland Bcstg. Co.—(BR-2515).
WNOE New Orleans, La., James A. Noe—(BR-443).
WTPS New Orleans, La., The Times-Picayune Pub. Co.—(BR-1911).
KCIJ Shreveport, La., Southland Bcstg. Co.—(BR-2728).
WDOB Canton, Miss., Madison County Bcstg. Co.—(BR-2798).
WHSY Hattiesburg, Miss., The Hub City Bcstg. Co.—(BR-2124).
WSLI Jackson, Miss., Standard Life Bcstg. Co.—(BR-979).
WAPF McComb, Miss., The Southwestern Bcstg. Co. of Miss.—(BR-1972).
WSSO Starkville, Miss., The Starkville Bcstg. Co.—(BR-2250).
WELO Tupelo, Miss., Tupelo Bcstg. Co.—(BR-1195).

Application Returned

KMRC Morgan City, La., Tri-City Bcstg. Inc.—(Re: Signature, etc.).
WHOC Philadelphia, Miss., William Howard Cole—(Not signed or dated).
Grand Prairie, Tex., Grand Prairie Bcstg. Co.—CP for new standard station on 1220 kc, with 250 w, daytime hours.

Remote Control

KMBY Monterey, Calif., Frederick A. Gwynn—(BRC-691).
WLDS Jacksonville, Ill., Jacksonville Radio & Television Bcstg. Corp.—(BRC-692).

Renewal of License

WCGA Calhoun, Ga., Gordon County Bcstg. Co.—(BR-2831).
WACR Columbus, Miss., J. W. Furr—(BR-2477).
WNLA Indianola, Miss., Central Delta Bcstg. Co.—(BR-2816).
WJQS Jackson, Miss., Mississippi Bcstg. Co.—(BR-1891).
WCOC Meridian, Miss., Mississippi Bcstg. Co.—(BR-455).

Renewal of License Returned

KDMS El Dorado, Ark., El Dorado Bcstg. Co.—(Name wrong, signed by General Manager).

Applications Returned

Savannah, Tenn., Florence Bcstg. Co. (PO % Joe T. Van Sandt, P. O. Box 137, Florence, Ala.)—CP for new standard station on 1010 kc, with 250 w, daytime hours of operation. (Necessary to file V-A, V-G & Engr.)

Renewal of License

WNAS (FM) New Albany, Ind., School City of New Albany—(BRED-36).
KMUW (FM) Wichita, Kan., The Municipal U. of Wichita—(BRED-29).

Modification of CP

WMUB (FM) Oxford, Ohio, The President & Trustees of the Miami U.—Mod. of CP (BPED-255) which authorized changes in educational fm station for extension of completion date (BMPED-291).
KFUO-TV Clayton, Mo., The Lutheran Church—Missouri Synod—Mod. of CP (BPCT-404) as mod. which authorized new tv station to extend completion date (BMPCT-3012).

April 7 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc.—Mod. of CP (BP-8882) as mod. which authorized increase daytime power and installation of new transmitter for extension of completion date (BMP-6805).
WBOP Pensacola, Fla., Ray Herbert Gunckel Jr.—Mod. of CP (BP-9267) which authorized new standard broadcast station for extension of completion date (BMP-6806).

Renewal of License

KCIL Houma, La., KCIL Inc.—(BR-1345).
WCLD Cleveland, Miss., Cleveland Bcstg. Co.—(BR-2436).
WBKH Hattiesburg, Miss., Hattiesburg Bcstg. Co.—(BR-2999).
WLSM Louisville, Miss., Louisville Bcstg. Corp.—(BR-2792).
WTUP Tupelo, Miss., Lee Bcstg. Co.—(BR-2899).

License for CP

WMRI-FM Marion, Ind., Chronicle Pub. Co.—License to cover CP (BPH-2010) which authorized changes in licensed station (BLH-1043).

Modification of CP

KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—Mod. of CP (BPCT-1799) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-12-55 (BMPCT-3014).
WJDW (TV) Boston, Mass., J. D. Wrather Jr.—Mod. of CP (BPCT-1656) as mod. which authorized new tv station to extend completion date to 4-12-56 (BMPCT-3013).

April 8 Applications

Accepted for Filing

Modification of License

WHNY McComb, Miss., WSKB Inc.—Mod. of license to change name of licensee to Broadcast Service Inc. (BML-1623).

Modification of CP

WSAY Rochester, N. Y., The Federal Bcstg. Co.—Mod. of CP (BP-5900) as modified, which authorized increase power, install new transmitter and change from DA day and night to DA-N use only for extension of completion date (BMP-6807).

Remote Control

WKIC Hazard, Ky., BMG Bcstg Corp.—(BRC-695).
WTVL Waterville, Me., Kennebec Bcstg. Co.—(BRC-693).
WJPD Ishpeming, Mich., Ishpeming Bcstg. Co.—(BRC-694).

Renewal of License

KOSE Osceola, Ark., Osceola Bcstg. Corp.—(BR-2357).

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Mod. of CP (BPED-161) as mod. which authorized changes in educational fm station for extension of completion date (BMPED-299).
WMSL-TV Decatur, Ala., Tennessee Valley Radio and Television Co.—Mod. of CP (BPCT-1488) as mod. which authorized new tv station extension completion date 7-25-55 (BMPCT-3021).
WSLA (TV) Selma, Ala., Deep South Bcstg.—Mod. of CP (BPCT-1814) as mod. which authorized new tv station extension completion date 10-24-55 (BMPCT-3020).
KARK-TV Little Rock, Ark, Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod. which authorized new tv station extension completion date 10-20-55 (BMPCT-3018).
WOOK-TV Washington, D. C., United Bcstg. Co.—Mod. of CP (BPCT-1819) as mod. which authorized new tv station extension completion date 11-1-55 (BMPCT-3007).
WDBO-TV Orlando, Fla., Orlando Bcstg. Co.—Mod. of CP (BPCT-861) as mod. which authorized new tv station extension completion date 8-23-55 (BMPCT-3019).
KCMO-TV Kansas City, Mo., Meredith Engineering Co.—Mod. of CP (BPCT-291) as mod. which authorized new tv station extension completion date 10-25-55 (BMPCT-3022).
KSTF (TV) Scottsbluff, Neb., Frontier Bcstg. Co.—Mod. of CP (BPCT-1874) which authorized new tv station extension completion date 10-18-55 (BMPCT-3017).

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April 11 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on April 7

KTVQ (TV) Oklahoma City, Okla., Republic Tv Radio Co.—Granted in part petition to intervene in hearing re application of KGEO-TV Enid Okla., (Docket 11302) for mod. of CP; and made said petitioner a party to this proceeding only with respect to issues "2" and "3" in Commission's order of March 16.

The Air Transport Assn.; The Department of Defense; The Aircraft Owners & Pilots Assn.—Granted petitions for leave to intervene in re application of Streets Electronics, Inc. (KGEO-TV Enid, Okla.) for mod. of CP (Docket 11302), and made petitioners parties in this proceeding.

Miami, Fla., L. B. Wilson Inc.—Granted in part petition for extension of time to file exceptions to initial decision in re ch. 10, and extended said time to and including May 23 (Dockets 9321 et al). (Action taken April 6).

By Hearing Examiner Elizabeth C. Smith

WREC Memphis, Tenn., WREC Bcstg. Service—Granted petition for extension of time to file reply findings in re application of WELO Tupelo, Miss. (Docket 11002), to April 15. (Action of 4/7).

WNYC New York, N. Y., Municipal Bcstg. System, WCCO Minneapolis, Minn., Midwest Radio-Tv Inc.—Granted joint petition for continuance of hearing from April 18 to May 23 in re SSA (Docket 11227). (Action of 4/6).

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Ordered that additional corrections to the transcript of testimony in re Docket 11002 be made as indicated. (Action of 4/6).

By Hearing Examiner Fanney N. Litvin on April 7

WOPA Oak Park, Ill. Village Bcstg Co.—Granted petition for leave to amend its application (Docket 11163; BP-9271), so as to change transmitter site; and said application as amended was removed from hearing docket and returned to processing line and hearing scheduled for April 11 was cancelled.

By Hearing Examiner H. Gifford Irion on April 6

On request, continued from April 18 to April 26 to date for filing proposed findings in re applications of Radio Station, WSOC Inc., et al. for ch. 9 in Charlotte, N. C.; and the date for filing reply findings was continued from May 2 to May 10 (Dockets 8837 et al).

By Hearing Examiner William G. Butts on April 7

Wellsville, N. Y., Radio Services of Wellsville—Issued an order to govern course of hearing in re application for new am station (Docket 11186), hearing on which is scheduled to start April 18.

By Hearing Examiner Hugh B. Hutchison on April 6

Murphy, N. C., Cherokee Bcstg. Co.; Valley Bcstg. Co.—Issued a statement and order to govern hearing in re applications for new am stations (Dockets 11102, 11255), the taking of testimony to begin April 27.

By Hearing Examiner Annie Neal Huntting on April 8

Newburyport, Mass., Theodore Feinstein—Granted petition to amend his am application (Docket 11141; BP-9027), to show certain changes in his statement of program service.

April 11 Applications

Accepted for Filing

Modification of CP

KAMQ Amarillo, Tex., Top of Texas Bcstg Co.—Mod. of CP (BP-9139) which authorized increase daytime power: install new transmitter and change from employing DA-N to DA-2 for change in type transmitter (BMP-6810).

Remote Control

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—(BRC-696).

April 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of April 8
Modification of License

WHNY McComb, Miss., WSKB Inc.—Granted mod. of license to change name of licensee to Broadcast Service Inc. (BML-1623).

Modification of CP

The following were granted extensions of completion dates as shown: WJDW Boston, Mass., to 10-12-55; WQXR New York, N. Y., to 10-30-55 conditions; KUOH Honolulu, T. H., to 10-1-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: WTVL Waterville, Me.; WJPD Ishpeming, Mich.; WKIC Hazard, Ky.

Actions of April 7
Remote Control

The following stations were granted authority to operate transmitters by remote control: WLDS Jacksonville, Ill.; KMBY Monterey, Calif.

Actions of April 6
Granted License

WENY Elmira, N. Y., Elmira Star-Gazette Inc.—Granted license covering installation of a new transmitter, and license to use old main transmitter as an auxiliary transmitter to operate on 1230 kc, 250 w (BL-5670, 5671).

KWBY Colorado Springs, Colo., Music Bcstg. Corp.—Granted license for am broadcast station; 740 kc, 250 w, D (BL-5668).

WRUM Rumford, Me., Rumford Bcstg. Co.—Granted permission to sign off at 6 p.m., EST, or 7 p.m. EDT, May through August, except when broadcasting a special event, at which time operation may continue up to licensed sign off time.

Granted CP

WILS Lansing, Mich., Lansing Bcstg. Co.—Granted CP to change present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc, using power of 1 kw (BP-9773).

Modification of CP

The following were granted extensions of completion dates as shown: KUHT Houston, Tex., to 10-30-55; WUNC-TV Chapel Hill, N. C., to 10-6-55; KLIF-TV Dallas, Tex., to 10-11-55; KFUO-TV Clayton, Mo., to 10-4-55.

Actions of April 5
Granted CP

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—Granted CP to replace expired CP (BPCT-1737) as mod. which authorized new commercial tv broadcast station, ch. 74 (BPCT-1972).

Modification of CP

WHIS-TV Bluefield, W. Va., Daily Telegraph Print. Co.—Granted Mod. of CP to change studio location and make equipment change (BMPCT-3003).

KVVG (TV) Tulare, Calif., UHF Telecasting Corp.—Granted Mod. of CP to extend completion date to 10-1-55.

Actions of April 4
Granted CP

KIND-FM Independence, Kan., Central Bcstg. Inc.—Granted CP to replace expired CP (BPH-1947) which replaced expired permit BPH-1847 which expired 12-9-54 (BPH-2021).

April 12 Applications

ACCEPTED FOR FILING
Applications Returned

WARE Ware, Mass., Central Bcstg. Corp.—CP to change hours of operation from daytime to unlimited, using power of 1 kw and install [illegible] for night use (Engineering not notarized).

KWLK Longview, Wash., Twin City Bcstg Co.—Authority to determine operating power by direct measurement of antenna power.

CP

KUGN-FM Eugene, Ore., KUGN Inc.—CP to replace CP (BPH-1992) which replaced expired permit (BPH-2026).

WGH-FM Newport News, Va., Hampton Bcstg. Corp.—CP to make changes in [illegible] station, change frequency to 97.3 mcs, ch. [illegible] (BPH-2025).

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—CP to replace expired CP (BPCT-1444) as mod. which authorized new tv station (BPCT-1970).

WFMY-TV Greensboro, N. C., Greensboro News Co.—CP to install auxiliary transmitter at [illegible] main transmitter site (under CP), of WFMY-TV with a change of description in main transmitter site from Corner of Phillips & Summit Avenue, Greensboro, to Phillips Avenue at White, Greensboro (not a move) (BPCT-1975).

April 13 Applications

Accepted for Filing
License for CP

WVNA Tuscumbia, Ala., Jesse Henry Redmond, tr/as Power Center Bcstg. Co.—License to cover CP (BP-9553) as mod. which authorized new standard broadcast station (BL-5681).

KHBM Monticello, Ark., James A. West, Elgie M. Risinger, Delvin R. White and Bill Webb d/b as College Bcstg. Co.—License to cover CP (BP-9531) which authorized new standard broadcast station (BL-5680).

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—License to cover CP (BP-9232), as mod. which authorized change frequency, increase power, install directional antenna (DA-1), install new transmitter and change studio location (BL-5678).

WRMN Elgin, Ill., J Richard Sutter, Joseph L. McNaughton, William D. McNaughton, general partners, and John T. McNaughton, limited partner, d/b as Elgin Bcstg. Co.—License to cover CP (BP-9688). CP to replace expired CP (BP-[illegible]) which authorized installation of new transmitter (BL-5684).

WTAQ LaGrange, Ill., Russell G. Salter, Charles F. Sabastian and William A. Murphy d/b as The LaGrange Bcstg. Co.—License to cover CP (BP-9044) as mod. which authorized change hours of operation; install directional antenna (DA-N), change transmitter and studio locations and change type transmitter (BL-5686).

WMTA Central City, Ky., L. L. Stone, A. L. Stone and R. G. Utley, d/b as Central City-Greenville Bcstg. Co.—License to cover CP (BP-[illegible]) as mod. which authorized new standard broadcast station (BL-5682).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—License to cover CP (BP-9563) which authorized installation of new transmitter (BL-5675).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—License to use old main transmitter as an alternate main transmitter (BL-5676).

WEBB Dundalk, Md., 1360 Bcstg. Co.—License to cover CP (BP-9347) as mod. which authorized new standard broadcast station (BL-5687).

KOIL Omaha, Neb., Central States Bcstg. Co.—License to cover CP (BP-9647) which authorized installation of a new transmitter and antenna as auxiliary transmitter and antenna (at present location of main studio location) to be operated on 1290 kilocycles, 250 watts and to operate auxiliary transmitter by remote control from [illegible] S. 17th St., Omaha (BL-5674).

WATH Athens, Ohio, A. Kovlan and J. D. Sinyard—License to cover CP (BP-8839) which authorized change frequency and type transmitter (BL-5683).

WOTR Corry, Pa., Olivia F. Rennekamp—License to cover CP (BP-8346) as mod. which authorized new standard broadcast station (BL-5685).

WIAC Santurce, P. R., Radio Station WIAC Inc.—License to use formerly licensed auxiliary transmitter as an auxiliary transmitter to be operated on 740 kc, 1 kw, employing DA day and night (DA-1) for auxiliary purposes only (BL-5679).

WFAX Falls Church, Va., Lamar A. Newcomb—License to cover CP (BP-9342) which authorized change in transmitter and studio location and changes in antenna system (BL-5677).

KREW Sunnyside, Wash., Cole E. Wylie—License to cover CP (BP-9380) as mod. which authorized change transmitter and studio locations and install a new transmitter (BL-5688).

Remote Control

WDIG Dothan, Ala., Houston Bcstrs.—(BRC-697).

Renewal of License

KBBA Benton, Ark., Benton Bcstg. Service—(BR-2812).

Major Market
V H F Television Station
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Ideal place to live. Terms can be arranged for responsible party. Contact our nearest office for details.

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RADIO

Help Wanted

Managerial

Manager . . . new kilowatt daytimer K-BAM! Longview, Washington. Above average salary plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B•T.

Mr. Sales Manager—This is what we offer: Minimum of $7,500 a year. Salary plus overrides on station earnings, plus bonus, plus pension benefits, make potential far in excess of this. Opportunity unlimited. Prosperous, expanding, promotion-minded market in rich industrial and agricultural midwest area. You'll go places with us! This is what we want from you: Sales finesse, personality and the capacity for hard, hard work. The man we hire must have leadership, thorough knowledge of sales methods and presentations and the ability to teach and push local salesmen. Write full details of experience and background, also interview availabilities to Box 968G, B•T.

If you know radio—if can sell—here is $350 to $550 monthly depending on production. Commercial manager's job available. Salary plus commission. Box 983G, B•T.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT

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Special Events Director	Production Managers
Announcers	TV Floor Personnel
Technicians	Announcer/Actors
Newscasters	News Editors
TV Film Editors	Sportscasters
	Film Buyers
	Continuity Writers

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In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Wanted: Assistant manager-salesman for leading network station in biggest small market in south. Good pay plus 20% commission, opportunity for advancement, excellent working conditions. Successful selling experience required, must be idea man who believes in promotion. WKUL, Cullman, Alabama.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Independent chain needs an experienced salesman immediately. Send complete resume and photograph. $500.00 a month guarantee against excellent commission. Must be producer. Box 138A, B•T.

Salesman-engineer, capable of management. Must be experienced in all phases. Small station in South, Alabama. No drifters. Box 140A, B•T.

Wanted—proven salesman with plenty of drive. If you're ambitious, want $100.00 weekly guarantee with unlimited top, you're our man. No beginners or hope-to-be salesmen. Give all details, experience, first letter. Reply Box 153A, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Good sales proposition with good chance for promotion to the right man. Write or call Joe Treadway, Radio Station KPEP, San Angelo, Texas.

The OK group always has a opening for a good salesman. Top ratings, aggressive promotion, heavy merchandising, make our stations highly saleable. Our markets are good and we enjoy excellent billings in all markets. We have immediate openings at two of our stations for eager aggressive salesmen. Guaranteed base, commission, and yearly bonus. Write giving full details including recent photo and references. The OK Group, 505 Baronne, St., New Orleans 12, Louisiana.

Announcers

Florida—pop DJ personality. **Send tape and** resume. Box 662F, B•T.

Personality for morning show and teen-age show. Must be air salesman and versatile. Local station in competitive Carolina city of 100,000. Tape and resume. Box 985G, B•T.

Wanted: Experienced western DJ who can also cover straight work. For early am shift. Send recording, resume and photo. Southwest 5-station market. Box 129A, B•T.

Disc Jockey to take over high rated shows. Must have successful record in competitve market, have solid record background. No comedies or monologists, please. Reply in detail, as to previous experience, salary expected and attach small photo, which will not be returned. Box 150A, B•T.

Announcer. With DJ and news experience. North central region; station in metropolitan market. Five full details, including past earnings and salary expected. Box 151A, B•T.

Immediate opening top announcer—chief engineer at 5000 watt KOSI, Denver. Pay $100.00 per week for only top quality man. Must be experienced in both fields with punch selling voice and ability to handle custom remote operation. Air mail details immediately to KOSI, Box 98, Denver 8, Colorado.

Experienced popular disc jockey for one of the top independents in southwest. Personalities please apply. Tempermental personalities . . . skip it. We want people who are not afraid to work. Salary open. Rush information to KXOL, Fort Worth, Texas.

RADIO

Help Wanted—(Cont'd)

Wanted: Announcer-salesman. Experienced in radio. Parttime air-work, parttime selling. Good salary plus commission. Complete details in first letter. Call or write Manager, WAFC, Staunton, Virginia.

Announcer with 1st class phone license. Experience secondary to ability. Knowledge of concert music desirable. Write or phone Program Director, WCRB, Watham, Mass.

All around announcer needed for vacation replacement. Sixteen weeks beginning May 15. Write WERC, Erie, Pa.

Wanted: Hillbilly & gospel announcer to take position as #1 announcer in leading station in biggest small market in south. Good pay, opportunity for advancement, excellent working conditions. Selling not required, but will pay 20% commission on sales, WKUL, Cullman, Alabama.

Immediate opening—experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Technical

First class engineer-announcer for new Long Island independent. Mature, must have good voice, but emphasis on technical. Rush resume, tape, salary requirements. Box 128A, B•T.

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Combination engineer-announcer. Must be able to maintain equipment. Excellent working conditions and compensation. Box 141A, B•T.

Wanted: First phone engineer, negro, for all negro-programmed station in Florida. Box 190A, B•T.

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity on daytime station. Contact Clint Formby, KPAN, Hereford, Texas.

First class licensed engineer for am-fm-tv, experienced preferred by will accept right man. Starting salary as high as $97.00 per week, depending upon experience. Contact Crain or Finnegan, WLBC, Muncie.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Continuity writer wanted for midwest am-tv operation, city of 100,000. Must have previous experience. Send copy sample, references and biography. Box 136A, B•T.

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WLTC, Gastonia, N. C.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Available in two months. Box 975G, B•T.

Management position desired by young family man. Experience radio continuity chief, tv film production, live tv production, tv film editing, film narration writing, publicity writing. Box 988G, B•T.

Experience . . . ten years. Desire relocate. Programming. Assistant manager. Available May. Box 135A, B•T.

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Courteous

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager available: Qualifications: 1. Several years experience. 2. Can sell, promote, program, announce. 3. Excellent record, best references. 4. Civic minded, family man, 31, sober, Carolinian. 5. Salary commission arrangement preferred. Write Box 169A, B•T.

Successful radio manager, veteran available. Aggressive, capable, reliable. Management, sales or promotion. Radio or television. Box 170A, B•T.

Successful manager—many years thoro experience all phases. Can build from CP. Hard worker with strong sales push. Low cost operation. Small or medium market. Available soon, present station sold. Box 173A, B•T.

Salesman

Successful salesman. Excellent references. Married. Average-size market. Box 951G, B•T.

Sales, programming, administration background. Experienced as commercial, production and station manager. 33, married, capable, dependable. Box 164A, B•T.

Announcers

Announcer: 2 years, strong news and commercial delivery, veteran. Box 604G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family Box 866G, B•T.

Announcer, three years experience combination announcer and engineer. Presently employed. Wish to change. Box 949G, B•T.

Sports announcer. Desires better position in radio or television . . . strong in all phases of play-by-play. 6 years experience. Box 950G, B•T.

Staff announcer, personality deejay, news and control board operations. Light experience. Married. Free to travel. Tape. Box 994G, B•T.

West Coast summer replacement announcer. Experienced, mature. Also production, copy. Tape. Box 109A, B•T.

Announcer-writer—operate console, strong on news, music, commercials. 3rd ticket. Married, will travel. Tape, photo, resume available. Box 139A, B•T.

Announcer—news, DJ, sports play-by-play. Good voice. Strong sell. Experienced veteran. Best references. Box 142A, B•T.

Announcer, DJ, employed, seeking larger market, four years, consider all. Box 144A, B•T.

DJ team, married couple, morning show or night. $125. Employed. Box 145A, B•T.

Announcer—strong on music, news, sports, copywriting. Draft exempt. Tape, photo available. Box 146A, B•T.

Announcer—good disc jockey—excellent commercials—college graduate—veteran—will travel—tape and resume upon request. Box 148A, B•T.

Announcer, presently employed, wish to relocate. Married. Box 159A, B•T.

Announcer—first class license. Good voice. Experienced. Box 165A, B•T.

Staff announcer—fresh from 12 months experience, control board operation, single, ex-GI, tapes on request. Box 171A, B•T.

Combo, 5 years all phases. Married. Now in south Missouri market, 200,000. Prefer $350. Box 177A, B•T.

Announcer, negro, "real crazy bop talk", some experience, tape available. Box 178A, B•T.

Top deejay—announcer. Experienced—prefer east. Immediately available. Tape. Box 179A, B•T.

Announcer—young and eager to get into radio field. Trained in all phases of broadcasting. Strong on writing. Tape, resume. Box 180A, B•T.

Announcer, specialty DJ and news, no hot shot, tape, resume on request. Box 181A, B•T.

Announcer, DJ, recent graduate, willing to work hard and learn. Tape and resume on request. Box 182A, B•T.

Versatile young staff announcer, experience limited but excellent potential for sports and popular music, including country and sepia. Courteous, dependable worker. Box 184A, B•T.

Ad-libber? Straight announcer? Copywriter? Traffic manager? Salesman? Assistant station manager? Many successful years. Top man: Leading magazine. Prefer personal audition. Box 186A, B•T.

Summer replacement announcer: University radio student. Vet, AFRS and commercial experience, network as musician and entertainer. Will travel. Box 187A, B•T.

Mature, experienced announcer, program director available. Excellent record and recommendations. Showmanship knowhow with broad background all phases broadcasting: News, special events, commercial, etc. Over 10 years in present position, program-director, morning announcing. Tape. Family man. Box 188A, B•T.

Young lady, graduate professional broadcasting school. Tops on commercials, woman's shows, straight announcing. Board experience. Tape and resume on request. Box 190A, B•T.

Reliable, qualified announcer, strong news—pleasing personality, college-sales background seeks permanent staff. Married, relocate short notice. Tape, resume, references. Box 191A, B•T.

Light experience. Essential talents al phases—commercial specialty—pleasant station asset. Single, travel-ready-reliable-permanent. Tape and excellent references. Jerry Baxter, 131-21 Rockaway Blvd., South Ozone Park 20, New York. JA 9-3405.

DJ, versatile, sports play-by-play, 2 years experience, 28, married, vet, reliable, sincere, live voice, Pete Franklin—73 Propp Avenue, Franklin Square, L. I., N. Y. Phone FLoral Park 2-6286.

Announcer—personality—commercials—news and DJ, strong sports interest—college entertainer background—reliable station asset. Married, dependable, vet, tape, references. Joseph Gindin, 4423 Befrod Ave., Brooklyn 35, New York. SH 3-8198.

Radio-tv staff announcer, one year experience AFRS, smooth MC. Commercial emphasis, top endorsements, vet, travel, single. Robert E. Green, 30 Ehrbar Avenue, Mt. Vernon, New York.

Combo: 3 years total experience as announcer and engineer. Veteran and family man. Now hold 2nd phone. Can get 1st. Contact Jimmy Howell, Box 371, Pontotoc, Mississippi.

Negro announcer—strong on commercials, news. Capable disc jockey. Midwest preferable. Hugh Kyle, 3103 W. Douglas Blvd., Chicago 23, Illinois.

Staff announcer, vet, light experience, excellent sports, strong news, pleasing DJ, settle small community, travel, resume, tape, references. Evans Lewis, 10 Hampshire Road, Rockville Centre, New York.

Announcer, copywriter, prefers commercials, news. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey. MUrdock 8-4115.

Staff announcer—family man, 1½ years experience, references. Good voice, strong on DJ, news and sports. Desire permanent spot. James Pitsch, % Anderson, 4421 N. Broadway, Chicago 40, Illinois. Phone: Ardmore 1-3059.

New staff announcers, board trained. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Technical

Chief engineer—fifteen years experienced am and fm, directional, construction and maintenance. References available. Box 996G, B•T.

Engineer, first phone. Seven years am experience, all phases. Wants permanent job with progressive station. Box 126A, B•T.

Chief or staff large am or tv. Specialty maintenance. Mature, responsible, married man. Many years one station. Interested south or southwest. No announcing. Box 155A, B•T.

First phone—five year recording engineer. Tv Workshop—creative. Locate east—southeast. Box 160A, B•T.

First phone engineer, 4 years experience in am broadcast work, car, available immediately. Good references. Box 183A, B•T.

Would like opportunity to work under old timer in midwest installing new am or tv equipment, remaining as operator when completed. Box 189A, B•T.

Wanted: Transmitter position, 1st phone, 1 year am time; technical experience, prefer west. Phone Race 2-0439, Denver, Colorado.

Engineer seeks position west of Rockies. No experience, first class ticket. Junior college education. 24 years of age. F. Williams, 9609 Orizaba,

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Programming-Production, Others

Program director and/or sports. Six years experience in all phases of small station operation, including management. Family man desires permanent position with sports minded station. Tape and references available. Box 134A, B•T.

News or program director. Ohio or bordering states. Ten years announcing, six years news editor 50kw. 45 years old, capable, authoritative, non-drinker, excellent character. Box 158A B•T.

Wanted: Position as farm service director. Twenty-five years experience in radio and television, announcing, writing and handling live programs. One account 18 years, 6 days a week. Write Box 163A, B•T.

Copywriter, seven years radio and tv commercials. Want job with bigger agency. Diversified experience includes important accounts. For complete dossier write Box 166A, B•T.

Program and sports director. 10 years radio Michigan and Tennessee. 8 years play-by-play all sports. 3 years PD. Also strong on news and commercials. Salary dependent on location. Minimum $100. Age 28. Married. 2 children. Bill Sorrell, WOKE, Oak Ridge, Tenn.

Newscaster. Announcer. Copy chief. Any phases. 10 years radio, 3rd class license. College. Car. Married. Reliable. Seeking good potential. Available now. References. Details. Box 1616, Ponca City, Oklahoma. Travel anywhere.

(Continued on next page)

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers, KGLO-TV Mason City, Iowa.

Announcers

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Tv-uhf chief engineer. State salary and experience, new RCA equipment, CBS, NBC network, 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Programming-Production, Others

Due to expansion, major network vhf station, one year on the air, needs experienced newsman to gather, write, and present news. He will be an addition to our present progressive news department with excellent chance for advancement. Write to WNEM-TV, Program Director, Bay City, Michigan.

Situations Wanted

Managerial

Commercial manager—two years uhf—six years radio. Top salesman, solid administrator. Familiar all phases station management—cost conscious. Excellent national contacts and industry references. University graduate, family man. Seeking solid operation in medium to large market. Capable full charge. Box 172A, B•T.

Announcer

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Television—radio staff announcer. 8 years radio, 16 months television experience. Live television commercials, personality shows. Seek new opportunity in larger market. Single, veteran, 31, car. Box 991G, B•T.

Forgotten something? It's a woman's voice and smile of approval that pushes the products off the shelf and the sponsors in your pockets. May I demonstrate? Radio experience, wish tv opportunity. Clear friendly voice, pleasant appearance. Tape, resume on request. Box 175A, B•T.

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Name recording vocalist wants am-tv DJ position anywhere, with opportunities. Can also announce, MC. Give requirements, salary in reply. Johnny Holiday, % Tim Gayle Associates, 8462 Sunset, Hollywood 46; Sunsets 3-0196, Hollywood 1-9281.

Personable vet—tv production training—wants tv-radio sports spot, news, MC. Any salary start, travel. Jerry Waller, 1807½ N. Normandie, Hollywood, California.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer desires permanent position—associate degree—all phases studio work—network experience. Excellent references. Box 131A, B•T.

Production-Programming, Others

Film director position desired by tv film editor with over three years radio-tv experience. Box 989G, B•T.

Radio copy writer is looking for position in midwest station. If you have television, or hope to, he also wants to advance into production. Box 133A, B•T.

Director, floor man, cameraman. 2½ years experience. Married, vet. 25. University grad. Prefer west or midwest. Box 149A, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news sense; Intelligent appearance; Thoroughly experienced; Awards; Highest references; SDX, RTNDA: Ex-newspaperman; B.S.; Now ND 50kw net. Want tv news! Prefers California or Pacific-northwest. Personal interview. Box 174A, B•T.

FOR SALE

Stations

5kw all new equipment, remote control. $12,500. cash required. Furnish evidence of ability to run station and financial ability. Located southeast. Station showing small profit under absentee ownership. Principals only. Box 132A, B•T.

Rocky mountain. 250w, independent. Low down payment. Box 162A, B•T.

One of Wisconsin's finest small market stations, showing excellent profits. Old established property. $55,000, $25,000 cash will handle. Write Box 952G, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Carolina 250 w. $47,500; W. Va. single station market $75,000; Alabama regional $75,000; Florida daytimer $42,500. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tennessee daytimer, $60,000 total, or ½ interest for $30,000. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over 600,000 per owner. Priced under $60,000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

FOR SALE—(Cont'd)

Equipment, Etc.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 5068-A. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

GE—250 watt type BT-1-B fm transmitter. 2 antennas on ground: One 2 bay GE with mast, one 8-bay WE cloverleaf. 80' 5⅛" transmission line, misc. elbows and fittings. Box 130A, B•T.

10kw General Electric fm transmitter, 6 bay GE fm antenna. GE fm station monitor, 700 ft. 3⅛ inch coaxial line. WAOK, 70 Houston St., N. E., Atlanta, Ga.

Western Electric 451A-1, 250 watt broadcast transmitter, complete. Advise best offer, F.O.B., WFTR, Front Royal, Virginia.

All RCA: 250D transmitter; 2—40D & 1—OP5 amplifier. 200 lbs. #10 bare copper and copperweld wire. All used. Complete price $900. M. Wirth, WOAP, Owosso, Michigan.

WANTED TO BUY

Stations

We want our own station!! Two family men . . . plenty of experience . . . announcing, programming, sales. Not afraid of work or long hours. Have a little money . . . a lot of ambition, desire and guts. Want medium market. We know we can . . . will someone give us a chance. Anywhere!! Box 127A, B•T.

Single station market station in New England area. Financing no problem. All replies held in confidence. Send information to Box 143A, B•T.

Wanted to buy small am or am/fm radio station, eastern state, small down-payment. Box 147A, B•T.

Want to buy small station in midwest. All replies strictly confidential. Box 156A, B•T.

Radio station on west coast, prefer California market area. Write James F. Lehman, Rt. 4, Box 322-B, Lodi, California.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment, Etc.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Wanted: Frequency monitor regardless of condition immediately. State model and price. Reply Box 154A, B•T.

Western Electric 25 B console or equivalent. Chief Engineer, KENS, San Antonio, Texas.

Wanted—used portable microwave transmitter and receiver. GE, TL-1-A or B. 2000 megocycles plus two 4 foot dishes. Send price and report on condition to Chief Engineer, WSEE, Erie, Pa.

Wanted: Used 7D21 GE tubes in good condition. State lowest price in 1st letter. Commercial Electronic, 2609 Olive St., St. Louis 3, Missouri.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

LOCAL A.M. STATION FOR SALE

Two energetic couples can really bring home the bacon with this

250 WATT INDEPENDENT

In RICH West Coast market. Or, if you can swing it alone, here's future security for you. One of the nicest, cleanest, most efficient local stations anywhere. Modern building, attractive site. $12,000 down and terms to suit! All inquiries must be accompanied by personal balance sheet and references. Write Box 157A, B•T. Don't pass this one up . . . it won't wait.

FOR SALE BY OWNER . . . NO COMMISSIONS!

RADIO

Help Wanted

Managerial

GENERAL MANAGER NEEDED

Must be man who is strong on sales and desires to permanently settle in the Southeast. Must be able to capably manage as well as direct the sales effort for established regional fulltime station affiliated with major network. Salary of $10,000 per year plus bonus for right man. Please submit detailed background in first letter. All replies confidential.

BOX 125A, B•T

RADIO & TV SALES MANAGER

Top rated Midwestern VHF station with network affiliation has opening for YOUNG, aggressive, top-notch Radio and TV Sales Manager. This is an ideal opportunity, offering a great future for the right man. He will receive over-ride on both radio and Tv revenue. Send complete educational resume, photo, references and starting salary to

Box 185A, B•T

Salesmen

Broadcast Equipment Sales

Radio broadcast, TV, and communications equipment manufacturer has opening for aggressive sales-minded men with broadcast experience.

Sales Administration

High level, salaried position as product manager for AM broadcast equipment. This very important position includes product planning, production scheduling, and systems engineering to assist field sales force.

Sales Engineer

Sales engineer to travel and sell broadcast equipment to radio station. Salaried position with increased renumeration for more sales.

Please send full details with photo, and state position preferred to L. J. Cervone, Gates Radio Company, Quincy, Illinois.

Announcer

DISC JOCKEY:

Somewhere there is a top-flight DJ who would like to get away from it all and settle in a beautiful resort community on Florida's Gold Coast.

The man we seek has a fine air personality, excellent voice, and knows how to produce for his sponsors. He must know music and records and not rely on Cash Boxes top 50 tunes.

We want him to replace the No. 1 DJ in our market who is moving up the ladder. Remember, the man we seek takes over the top position and goes on from there. Modest salary to start—more when you prove yourself. We are a major network radio and TV affiliate. Tell us all about yourself, your experience, and salary required, and enclose a non-returnable snapshot. Do not send tape until we request it.

Box 161A, B•T

Programming-Promotion, Others

PROMOTION MANAGER

Opportunity at KOA Radio, Denver.

Contact

Don Searle

General Manager

RADIO

Situations Wanted

Managerial

DICK RUDOLPH

General Sales Manager 14 Yrs.

W-I-T-H

Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation's biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Now want to make change. Best reference is my record.

3332 Piedmont Ave.
Wilkins 7-0462
Baltimore, Md.

Programming-Promotion, Others

Word Stringer

Shopping For Copy Slot With Agency Or Hookup With TV Show. Plenty Radio-TV Credits, Likewise Broad Show Writing Experience. Family Man, Ivy School Cum Laude. New York Or Way West But Nothing In Between. Will Answer All Inquiries Promptly.

Box 167A, B•T

Television

Situations Wanted

Managerial

ASSISTANT MANAGER--COMML. MGR.

Mr. General Manager, do you need a thoroughly experienced (9 years radio—VHF-TV) station administrator; or commercial manager that can produce locally and nationally, that can lead and direct a local sales staff; a man that can take the weight and details off your back and do it efficiently; If so, you can not afford not to look into this.

BOX 168A, B•T

FOR SALE

Stations

RADIO STATION

Beautiful semi-metropolitan area. Combination operation optional. Southern City. Mild Climate.

RALPH J. ERWIN, Broker

Box 811. Tulsa.

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER

Self-Supporting 40 lb. Wind Loading for

12 BAY HIGH BAND ANTENNA

New—Ready to Ship

Contact: Joseph B. Haigh

Texas State Network

Ft. Worth, Texas

FOR SALE—WHOLE OR PART

FM EQUIPMENT,

ANTENNA,

TOWERS

Available as Result of Merger

GOOD CONDITION

GE BT-4-A FM TRANSMITTER 10 KW
GE BM-1-A STATION MONITOR
GE BY-4-A ANTENNA—60-FT. MAST
JOHNSON AM/FM ISOCOUPLER
400' 1-5/8, 51.5 ohm TRANSMISSION LINE

—ALSO—

GE BT-1-A FM TRANSMITTER 250 W

TOWERS

WINCHARGER TYPE 300 . . . . . 340 FT.
BLAW KNOX SELF SUPPORTING . . . 150 FT.
IDECO SELF SUPPORTING . . . . . 185 FT.

CONTACT RIDLEY BELL
WRBL, COLUMBUS, GEORGIA

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

TALENT

Singing commercial? Song to demonstrate?

. . . I handle some top talent, available for potent performance: Lorry Raine (London, Coral and Dot); Chuck Cabot Orchestra (Cardinal, now p.a. Rice Hotel, Houston); Johnny Holiday (Capitol and Pacific Jazz). Writing talent is repped by me too.

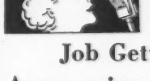
Lorry Raine

TIM GAYLE

3912 Blue Canyon Drive, North Hollywood, Calif. Sunset 3-0196 also Tim Gayle Songs (ASCAP) Gilio Publications (BMI)

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.

Washington, D. C.

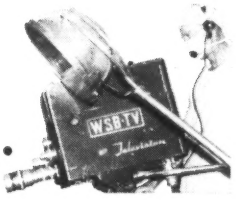
Job Getting Courses in

Announcing, Writing, Producing

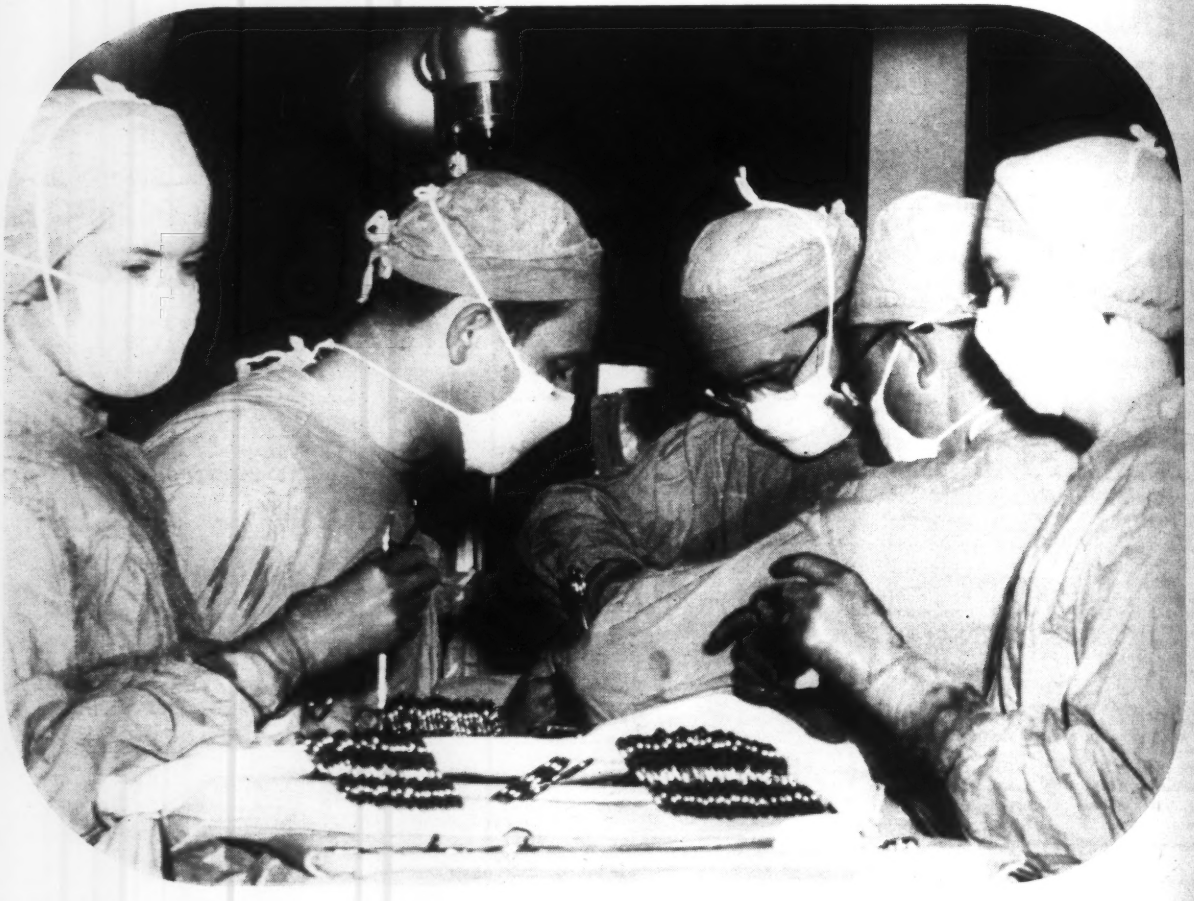
Call Decatur 2-5580

New Term Starts June 2

In the Public Interest...



Lung cancer operation in Atlanta performed before WSB-TV viewers



Monday evening, March 28, thousands of Southerners sat tense before their television screens observing the surgical removal of the diseased lower left lobe of a man's lung.

The Fulton County Medical Society and the American Cancer Society, Georgia Division, selected WSB-TV to document this the first "live" television account of a local operation for a lay audience. Purpose of the program was to emphasize the importance of early detection and treatment of lung cancer.

When adequate and professional television assistance is required by local interests it is worth noting that their first choice is WSB-TV.

wsb-tv
ATLANTA

The great Area station of the Southeast

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.

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WJLN-
WBIQ

Decatur†-
▶WMSL-
Dothan†-
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▶WALA-
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ECASTING

TELESTATUS

April 18, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 315,490
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) CBS; Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 118,560
►KPHO-TV (5) CBS, DuM; Katz; 118.560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
►KVOA-TV (4) ABC, NBC; Raymer; 38,605

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 101,067
KTHV (11) Branham; 11/4/54-Sept. '55
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 90,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Total stations on air in U. S. and possessions: 430; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

***Indicates educational stations.**

†Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 431,550.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Station

The following tv station is the newest to start regular programming:

WBRZ (TV) Baton Rouge, La. (ch. 2), April 14.

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196
►KTLA (5) Raymer; 2,058,196
►KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, NBC; Weed; 162,125
KCRA Inc. (3) Initial Decision 6/3/51
►KBET-TV (10) CBS, ABC; H-R

Salinas (Monterey)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,068,555
►KPIX (5) CBS; Katz; 1,068,555
►KRON-TV (4) NBC; Free & Peters; 1,068,555
►KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
►KOVR (13) DuM; Blair; 1,078,200
►KTVU (36) NBC; Hollingbery; 120,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
►KBTV (9) ABC; Free & Peters; 285,291
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 285,291
►KLZ-TV (7) CBS; Katz; 285,291
►KOA-TV (4) NBC; Petry; 285,291
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
►KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

456,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by The BRANHAM Company

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169
New Haven†—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 681,200
► WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 12,405
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa—
► WFLA-TV (8) NBC; Blair; 185,000
► WTVT (13) CBS; Avery-Knodel; 175,000
West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) Weed; 47,609
► WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 137,581
► WRDW-TV (12) CBS; Headley-Reed; 138,442
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 169,894
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
► WNEX-TV (47) NBC; Branham; 50,000
Rome†—
► WROM-TV (9) McGillvra; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 44,735
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115
Lewiston†—
KLEW-TV (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; 3/19/53-Unknown

ILLINOIS

Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,004,231
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,100
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,826
► KVTV (9) ABC, CBS; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson (Wichita)—
► KTVH (12) CBS, DuM; H-R; 199,012
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 91,550
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls; 488,604
Wichita (Hutchinson)—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
► WBRZ (2) NBC, ABC; Hollingbery
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 57,420
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 8/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard
Lewiston—
WLAM-TV (17) See footnote (c)
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTOA-TV (56) DuM; Everett-McKinney; 190,000

Pittsfield—
► WMGT (19) DuM; Walker; 169,015

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Fall '55
► WWJ-TV (4) NBC; Hollingbery; 1,530,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 567,381

Lansing—
► WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 580,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

Festus†—
KACY (14) See footnote (c)

Hannibal (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 153,720
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
► KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
► KWK-TV (4) CBS; Katz; 725,000
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200

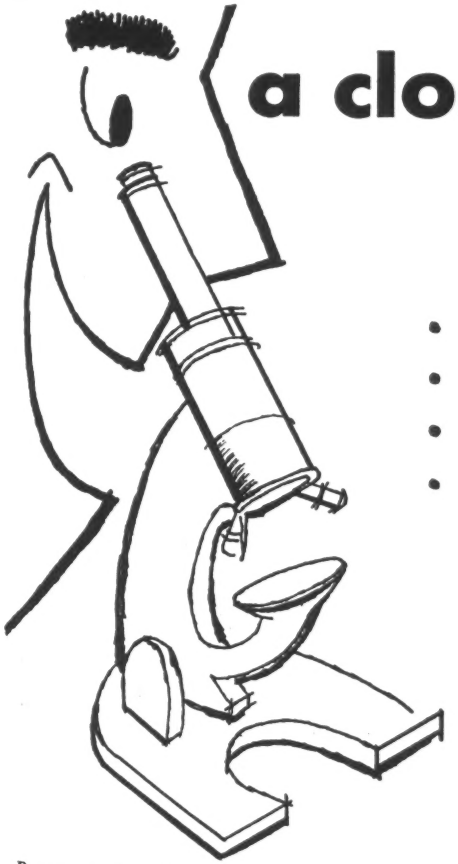
Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

Another good investment when you want to keep three markets under control (for the price of one) is WJAC-TV. Hooper consistently shows WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

Play for keeps in Southwestern Pennsylvania. Buy the 1 that covers 3.

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FOR THE RECORD

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 120,954
► KUON-TV (*12) 78,062

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935
► WOW-TV (6) NBC, DuM; Blair; 302,935
Herald Corp. (7) Initial Decision 4/6/55

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson (Las Vegas)—
► KLRJ-TV (2) NBC; Pearson; 28,000

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
► KLRJ-TV (2) See Henderson

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
► KOB-TV (4) NBC; Branham; 56,810
► KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
► WBUF-TV (17) ABC; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Poughkeepsie—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS, DuM; Everett-McKinney; 285,690
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 285,690

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 428,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,2
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter Parsons; 361,220

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke 161,000

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 36,500
► WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
► WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 214,00

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) CBS; Harrington, Righter Parsons; 307,794

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson 102,770

New Bern†—
WNBE-TV (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) NBC; 10/27/54-Sept. '55

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,000
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 269,220
► WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed 28,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,10
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000

Columbus—
► WBNS-TV (10) CBS; Blair; 446,175
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,20
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 331,000

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Kyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC, CBS, ABC, DuM; H-R; 76,211

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
►WTRF-TV (7) See Wheeling

Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 149,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid—
►KGEO-TV (5) ABC; Pearson; 174,780

Lawton†—
►KSWO-TV (7) DuM; Pearson; 64,680

Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel; 248,750

Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
►KTVQ (25) ABC; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 315,000
►WKY-TV (4) ABC, NBC; Katz; 313,060

Tulsa—
KCEB (23) See footnote (c)
►KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
►KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

Medford—
►KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750

Portland—
►KLOR (12) ABC; Hollingbery; 276,100
►KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
►KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
►WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
►WLEV-TV (51) NBC; Meeker; 89,307

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS, DuM; Avery-Knodel; 61,670

Harrisburg—
►WCMB-TV (27) Forjoe
►WHP-TV (55) CBS; Bolling; 193,002
►WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470

Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
►WFIL-TV (6) ABC, DuM; Blair; 2,043,972
►WPTZ (3) NBC; Free & Peters; 2,035,222

Pittsburgh—
►KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,370

Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 245,000
►WTVU (73) Everett-McKinney; 250,000

Sunbury†—
WKOK-TV (38) 2/9/55-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 245,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
►WNET (16) ABC, CBS; Raymer; 94,225
►WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,550

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 172,781
►WUSN-TV (2) NBC; H-R; 138,500

Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 78,000
►WIS-TV (10) NBC, DuM; Free & Peters; 158,203
►WNOK-TV (67) CBS; Raymer; 80,000

Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
►WFBC-TV (4) NBC; Weed; 339,777
►WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Florence†—
The Hills Bcstg. Co. (3) 4/6/55-Unknown

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) In. Decis. 7/5/54

Jackson†—
►WDXI-TV (7) CBS; Burn-Smith; 85,445

Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890

Memphis—
►WHBQ-TV (13) CBS; Blair; 349,034
►WMCT (5) ABC, NBC, DuM; Branham; 349,034
WREC Bcstg. Service (3) In. Decis. 8/27/54

Nashville—
►WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
►WSM-TV (4) NBC, DuM; Petry; 237,924

Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 241,723

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 70,647
►KGNC-TV (4) NBC, DuM; Katz; 70,647

Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 456,000
►WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
►KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Aug. '55

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CBS, ABC & DuMONT TV NETWORKS

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK-TV (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 249,944
► WOAI-TV (4) ABC, NBC, DuM; Petry; 249,944
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
► KWTX-TV (10) Pearson
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100
► KTVT (4) NBC; Katz; 174,100
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 125,521

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 488,265
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 173,153
Pasco†—
► KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 422,375
► KOMO-TV (4) NBC; Hollingbery; 422,375
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
► KHQ-TV (6) NBC; Katz; 113,360
► KREM-TV (2) ABC; Petry; 107,171
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Young; 422,375
► KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
► WMBV-TV (11) See Marinette
La Crosse—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,218
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 69,000
► KULA-TV (4) ABC, DuM; Young; 70,203
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, [illegible] All-Canada, Weed; 95,000
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
► CHEX-TV (12) CBC; All-Canada, Weed; [illegible]
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; [illegible]
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; [illegible]
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; [illegible]
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; [illegible]
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 15,819
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

APRIL

April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Hotel Utica, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Awards presentation, Hotel Roosevelt, New York.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Fla.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

ON THE DOTTED LINE . . .

FIFTH consecutive year of exclusive broadcast of the Norfolk (Va.) Tars baseball games will be handled by WNOR there, with sponsorship of each game divided among three firms. L to r: seated, Bill Green, president, Green-Gifford Motor Co. (Chrysler-Plymouth); Ted Constant, Norfolk Beverage Co. (Miller High Life beer), and Alex Kotarides, president, Mary Jane Bakery; standing, Josh Barry, WNOR account executive-sports director and play-by-play announcer of the games; Earl Harper, general manager of WNOR; Gil Kennerly of Fergusson-Kennerly Adv. and account executive for the bakery; Mel Whitmire, WNOR account executive, and George Kotarides of Mary Jane Bakery. Jack Harris, WNOR account executive who shares the play-by-play announcing with Mr. Barry, was not present when the picture was taken.

LARGEST SCHEDULE of hourly news broadcasts ever used by a single advertiser on WHDH Boston is agreed to by Sealtest Dairy Products. L to r: Addison L. Winship, Boston Div. sales manager for Sealtest Dairy Products; Paul H. Provandie, partner, Hoag & Provandie, agency for the dairy, and William B. McGrath, WHDH vice president-managing director.

BYRON's Department Store, Miami, Fla., starts its 12th year on WGBS there. L to r: seated, Maynard L. Ream, advertising manager, and O. D. Pacetti, vice president, both of Byron's, and, standing, Miller M. Babcock, managing director; C. Bud Dailey, sales manager, and H. W. Scott, account executive, all WGBS.

DETROIT Plymouth Dealers assumes sponsorship of Mon.-Fri. *Baseball Scores & Highlights*, 5:15-20 p.m., on WJR there. L to r: Bob Reynolds, WJR sports director and host of the sports show; C. Hascal Bliss, chairman, Detroit Plymouth Dealers' advertising committee, and R. R. Reynolds, Detroit regional manager for Plymouth.

GREYHOUND LINES takes over sponsorship of KLZ Denver's 8:10-8:15 a.m. *KLZ Weather Report*. L to r: R. W. Johnson, terminal manager for Greyhound in Denver; Don Lee, KLZ radio sales representative, and K. F. Prosser, Greyhound district sales manager.

KENNETH BISHOP (c), owner of Jack's Cookie Co., Mobile, Ala., congratulates Frank Benson, cowboy on the WALA-TV Mobile *Range Rider* series, as he renews sponsorship for 26 weeks. Representing WALA-TV is Hugh Simpson (l), WALA-TV account executive.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of **BROADCASTING • TELECASTING** $7.00
- ☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook** 9.00
- ☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook** 9.00
- ☐ 52 weekly issues and both **Yearbook-Marketbooks** 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

The Hen and the Egg

WHAT this country needs is less, rather than more, government regulation of private business. That tattered cliche resounds whenever an election is in the offing. But when we take a look at the current record, we find the opposite is the order.

A half dozen investigations are being talked up which in one manner or another impinge upon the business of broadcasting. Some are planned by Congressional committees; others are projected by those creatures of Congress—the independent agencies like the FCC and the Federal Trade Commission. How many of them will get off the ground, and how far they will go, will depend upon the political state of the nation.

The first foray in the broadcasting field was touched off by the Senate Commerce Committee, inherited by Democratic Chairman Magnuson of Washington from his GOP predecessor, Sen. Bricker of Ohio. This one is well on the road, with special counsel and a $200,000 kitty. Judiciary Chairman Kilgore's Monopoly Committee announces it has retained Joseph W. Burns, former antitrust attorney of the Dept. of Justice, as special counsel to update antitrust policy. The House Commerce Committee hasn't yet shown its full hand, but it won't stand by and let the Senate get in all the licks.

Meanwhile, the FCC has been given $170,000 in excess of its budget estimate by the House, with $80,000 earmarked for a "study" of the network situation, notably in television. The Senate is likely to follow suit, because there's now the obvious realization on the Hill that Congress and the Budget Bureau have been too niggardly in past years with an agency that has been burdened with more and more work, and given less and less money with which to accomplish it.

Why all this agitation about investigations and studies? Sen. Kilgore is motivated by his dislike of newspaper ownership. He has even gone so far as to advocate separation of ownership of radio and tv stations. Sen. Kilgore has a $200,000 budget, too, but he has agreed with Chairman Magnuson that he won't invade the broadcast end, unless antitrust issues arise, and Mr. Magnuson is committed to refer such matters to the Kilgore Committee.

The Magnuson Committee had to move, what with the prior action under ex-Chairman Bricker, the provocative Plotkin and Jones reports, and the complaints about network domination, FCC discrimination, the economic state of uhf, and coaxial and microwave relay costs.

It's the hen and the egg story again. If the FCC had been given the funds it had sought, it's presumed it would have conducted the studies now being demanded through Congress.

Now that the Commission seems assured of new money, we assume it will move forthwith in blueprinting its projected "study" to supply the Magnuson Committee with the data it needs to get off the ground.

The Lady and the Handout

THE FACT that 1956 is a major election year is creating avid Congressional interest in still another phase of radio and television—political broadcasting.

Already the Hill is muttering about the high costs of campaigning, especially on television. Some Congressmen are even saying that television time should be donated to political candidates.

It is unfortunate but true that such irresponsible talk is being stimulated by one of the FCC's own members. At whatever forum to which she can gain access, Comr. Frieda B. Hennock has been urging that the Congress command the FCC to command stations and networks to give time free to candidates.

She first brought up the subject a fortnight ago at a Senate hearing into a wholly unrelated question, juvenile delinquency. She brought it up again last week in a conference between the FCC and the House Commerce Committee. Unless forcibly restrained, she may be expected to bring it up again before the Senate Elections Subcommittee which last week began hearings on the Hennings bill to revise federal election control laws and raise the limits on campaign expenditures.

Not surprisingly, Miss Hennock is finding responsive listeners. With television established as the most persuasive avenue to the voter, those Congressmen who face campaigns next year are already worrying about means of gaining access to that medium. The prospect that they may be given free time on tv is bound to titillate almost any of them.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I tell you there's nothing wrong with the set . . . it's a telecast on modern art!"

Happily, representatives from broadcasting will appear before the Senate Elections Subcommittee, and it will be up to them to introduce an element of sanity into the consideration of political time. They will have to make it clear that forcing the government to force broadcasters to give free radio or television time to candidates would make no more sense than to command newspapers to print political ads without compensation or printers to produce and distribute handbills or posters at no charge but to themselves.

There are realistic features in the Hennings bill, particularly those which would lift the present limits on campaign expenditures. In today's economy it is ridiculous to suppose that candidates and parties can buy tv and radio time as well as space in newspapers and stick within present permissible budgets.

How to Make Bears Bulls

READERS who are inclined to be bearish about radio are urged to read the article, "Radio 1955: Grass Roots Giant," beginning on page 38. It should turn them from bears to bulls.

In the unquestionable statistics of radio station population growth and in the actual experiences of station operators who have gone into flourishing business in the years when television was supposed to be knocking radio dead, there is a dramatic story.

It is a story which shows how radio has changed in the television era and how it has developed qualities which no other advertising medium can hope to match. It is a story worth reading by anyone engaged in advertising goods and services to the American people.

Uproar Over Subscription Tv

EVENTS of the past two weeks have illustrated the need for a thorough—and orderly—airing of the pay-see tv question.

The issue is becoming more controversial day by day. A fortnight ago Zenith and CBS met head-on in a dispute over a proposed pro-subscription commercial which Zenith hoped to telecast on CBS-TV's *Omnibus* [B•T, April 11].

Last week the NARTB Television Board formally resolved to oppose the introduction of a box-office to American television.

As the story in last week's B•T said, the debate is getting hotter. Until the debate is brought into the controlled atmosphere of an FCC hearing, where questioning can be conducted and opinion advanced in a disciplined way, it is bound to be more heated than enlightening.

It is to be hoped that in the formal hearings which the FCC eventually must call, all responsible viewpoints will be presented, soberly and clearly, so that the FCC will have a complete record on which to base what is bound to be its most significant decision in recent times.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market—ringed by mountains—the Beeline covers an area with more than 2 million people who have more farm income than Kansas, and nearly $4 billion in buying power. (Sales Management's 1954 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative